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The Outlook

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Vol. 118 March 6, 1918 No. 10

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WAR RELIEF IN MANILA

I was much interested in the article in The Outlook for November 7, 1917, "The Pacific Coast and War Relief," and I am wondering if, in turn, your readers would care to learn of the relief work being done by the women of Manila.

Although one might not imagine the tropics to be a place in which to collect *heavy* clothing for the French, such is really the case, as is being constantly demonstrated. Americans coming to Manila from the United States and other cold countries find no use for their heavy garments and shoes, and have donated quantities of practically new clothing to this good cause. By arrangement with the French Government and the United States Army, this clothing is sent free to France.

One interesting way of raising money for war relief work has been developed by the Woman's Club of Manila, which conducts the collection and sale of old newspapers. These are bought by Chinese peddlers at ten centavos a kilo. Quite a substantial sum is raised regularly each month in this manner from material which formerly was destroyed. Old books and magazines are distributed to soldiers and sailors on the transports.

The Woman's Club also set in motion the work of planting vegetables in vacant city lots, and has interested more than a hundred branch Woman's Clubs in the provinces in this work. (The members of these branches are Filipino women, while the Manila club is composed of both Americans and Filipinos.) Through the efforts of the Woman's Club more than 150,000 square meters of land in Manila were put under cultivation in a few months' time. The club also organized a mammoth Agricultural Preparedness Parade, and this was held on August 19, 1917. The Mayor, school-children, various Government bureaus, influential citizens (both men and women), police, etc., took part in this parade, which resulted in the establishment of a Food Commission and in splendid publicity for the work.

Much interest has been taken in both the Allied and the American branches of the Red Cross. Many American women devote a large part of their time in working at the headquarters in the Manila Hotel. At the times of the sale of Liberty bonds the women have taken a very active part in getting subscriptions. About fifteen desks in centrally located stores and offices were used as their headquarters.

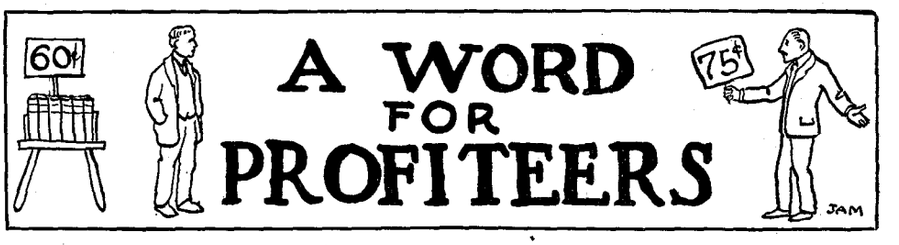
Over three hundred pesos was recently sent to New York for the purchase of Lafayette kits from this Club alone.

I have not mentioned private work in behalf of the Belgians or of the French orphans, nor the work for rebuilding French devastated towns. Many organizations, such as the local chapters of the Daughters of the American Revolution and of the Association of Collegiate Alumnæ, are working along these lines.

I feel it a matter of some pride that the women here have shown such an active interest in relief work. We are so far out of the center of things. Our interest in the war has thus far been derived mainly from the magazines, such as The Outlook. Only recently have home letters begun to convey the grim news of friends and relatives off to the front.

MRS. LEVANT BROWN,
Chairman of the Civic Committee of the Woman's Club of Manila.

Manila, Philippine Islands,
January 9, 1918.

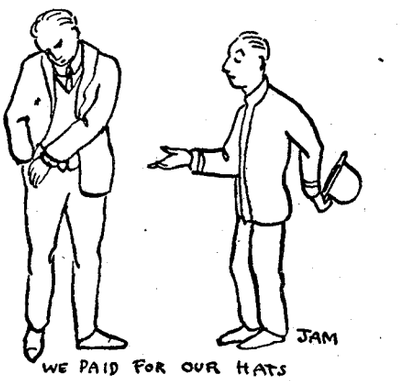


It has become almost fashionable to speak contemptuously about "business men." They have become as unpopular as hedgehogs at a picnic. But it is a cheap pastime to denounce all "business" men as Profiteers. Under the present profit system what business man is not obliged to make as much money as he legally can, or be forced to the wall by some competitor who has not such fine sensibilities? And which of you, so smug in your virtue, wouldn't rather eat pate de foi gras than file a schedule of liabilities?—which brings us to the real point of this discussion:

Can we be fair to ourselves in charging only 60c. for a hand-bound, limp, croft-leather volume in the Modern Library? When sixty cents was fixed as our selling price, the United States had not yet declared war against Germany. Since then, the prices of eggs, butter, pork, ice-cream sodas, beef, coal, cotton, talcum powder, wool, leather, newspapers, filet of sole Marguery, etc., etc., have advanced about 63 132-789%. Even the price of labor has greatly increased. Still there is more than a vague suspicion that the present startlingly high prices are not wholly justified by economic causes. Some zealous and righteous citizens even insist that there are more diamonds, automobiles, fur coats, and gilt edge securities being worn by a select few than ever before.

But listen to the other side of the question. The other day one of our friendly fellow publishers treated us to a four-course luncheon and gently suggested that we have a lunacy commission appointed for ourselves. "Why, boys," he groaned, "here you have about two hundred magazines and newspapers and the leading colleges and schools and libraries singing the praises of the Modern Library in so many different, yet singularly harmonious strains, that if you only had an ear for music you would recognize the tune. It's 'Johnnie, Put Your Price Up!'" "Well, we have been seriously considering raising our price," we answered. "I should hope so," he continued, somewhat less gloomily. "Smyth of the New York Times, Kerfoot of Life, Davis of the Evening Post, Geroulд of the Bellman, Sell of the Chicago News, N. P. D. of the Globe, and the Independent, Reedy's Mirror, Philadelphia Ledger, The Boston Transcript, the Philadelphia Press, the best papers on the Pacific coast—why, great guns, all the critics say the Modern Library was the literary sensation of 1917. You have given the book-loving public the biggest bargain ever. With your fine titles and valuable introductions and attractive binding and clear print, sixty cents is simply ridiculous. What is the new price going to be?" "We have been thinking of seventy-five cents." "Figure your costs!" he angrily interrupted, gulping down a Benedictine and brandy. "You can't do it! Everything is up from 10 to 200% since you started—from composition and plates to binding, from office salaries to royalties. And I understand one of you had the nerve to get married recently. Heaven help her at 75c a volume."

"Yes, there is a lot in what you say, my friend," the newly married one of us admitted, after the waiter had softly reminded us that we were not the only ones in the room. "We don't criticise you or any of the others for asking more money for the books you are publishing. We know you are entitled to it. We know that you are simply business men—not Profiteers. We, too, have been thinking about a higher price, but we cannot forget that the Modern Library is a unique institution. When we started it we announced that we did not expect to get rich, and that that was not primarily our ambition. So we have decided to stick to the old price—sixty cents per volume, postage 6c. extra—and we are going to add new titles regularly, with the best introductions we can buy. All the additional support we will ask of our friends is to buy four volumes where they used to buy two, and twenty instead of only ten."



We got our hats (paying for them as usual) and waited a moment for our friend to join us, but he could only gasp feebly, as he lit his fifth fifty-cent cigar, "Don't wait for me, boys. The shock is too great—or may be you're only joking."

We are not—here's the list of titles now included in the Modern Library. They are all hand-bound. In limp Croft Leather, and sell at all stores for sixty cents per volume, 6c. extra by mail. Check the titles you want.

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Great as are the responsibilities and problems which to-day face the Government of the country, they sink into relative insignificance beside the terrific responsibilities and complications of the future. This will be true whether peace comes in 1918, or the war continues into 1919.

Unless constructive action is taken to influence the character of the candidates for the Sixty-sixth Congress, there is no reason to expect that they will be selected by any other means, or measured by any other standards, than those which have applied in the past.

The election will not take place until November, but "nine-tenths of wisdom is being wise in time." It is none too soon to plan to create a nation-wide demand for the selection of proper candidates. The endeavor should be made to appeal and apply equally to every party. But the mandate should become so popular and powerful that no party will dare to disregard it, but will be compelled by the desire for self-preservation to offer its candidacies only to men who measure up to the standard which will have been established in the public mind.

The cost of this advertisement has been contributed by a private citizen with no axe to grind and who merely desires to serve his country in a constructive manner in her time of need.

Other citizens of undoubted Americanism, who are animated by, and limited to, the same motives, are invited to co-operate.

As soon as possible a meeting will be arranged for discussion and organization, but it is desired that replies be sent from any part of the country by men and women to whom the matter appeals.

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6—Business address.
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The Outlook

MARCH 6, 1918

Offices, 381 Fourth Avenue, New York

On account of the war and the consequent delays in the mails, both in New York City and on the railways, this copy of The Outlook may reach the subscriber late. The publishers are doing everything in their power to facilitate deliveries

MEN OF THE NATIONAL ARMY ON PARADE

On Washington's Birthday, New York City saw one of the most notable military parades that has ever drawn a cheering crowd into its streets. Nearly ten thousand men of the National Army marched in uniform and under arms as they will appear sooner or later on the French front. The soldiers who formed this great marching body were all from Camp Upton, on Long Island, and most of them were recruits under the selective draft four months ago. A battalion of Negro soldiers formed a part of the procession. Half of this considerable army of men marched up Eighth Avenue, in order to give the West Side a view, and half up First Avenue, to give the East Side a chance to see the soldiers. Both sections then marched toward each other on Fifty-seventh Street, and united and continued the joint parade down Fifth Avenue.

All observers agree that rarely have such crowds been seen in the streets of New York as those that gathered to watch this unique parade. The soldiers made a remarkable impression not only upon civilians but upon expert military judges who reviewed the parade. In physique, in military bearing, in quick response to orders, in thorough knowledge of marching technique, this body of men, only a few months ago untrained civilians, was really magnificent. It should be remembered, too, that most of the officers in command were from the Officers' Reserve Corps, and were themselves civilians not so very long ago. Even more striking than the parade itself was the formation of the men on the street as they arrived at the great Pennsylvania Terminal on their way up from Camp Upton the day before the parade. They stood on Thirty-fourth Street in parade or inspection formation two deep until they turned in a column of fours and marched away.

As one coming out of the Pennsylvania station on that Thursday morning looked upon the long line which stretched a quarter of a mile away, one understood as never before the phrase "in the pink of condition." In the brilliant sunshine of the morning the splendid and healthy color of every man's face made a long streak of pink, as though a painter had taken a mixture of cream-white and rose madder from his palette and had painted it on canvas. This great citizen-soldier parade reflected honor on the men, their officers, the War Department, President Wilson, their Commander-in-Chief, and on the fathers and mothers of the country who so promptly and patriotically have given their sons to the great cause of liberty.

This visible manifestation of what the right kind of military discipline will do for the physique, minds, and morale of American young men is an argument in favor of universal military training and service which cannot be gainsaid.

LOYALTY FIRST

The League for National Unity, of which Cardinal Gibbons is Honorary Chairman and Mr. James M. Beck is Chairman of the Executive Committee, has issued "An Appeal to the Voters of the United States to Elect a War-Till-Victory Congress Next November." Among the signers to this appeal is the Hon. Elihu Root, who suggests as a motto for the Congressional campaign "Loyalty First for Congress." We heartily agree with his statement that "what we want for Congress is the quality of loyalty. Our present business is to elect loyal hearts."

Washington correspondents report that President Wilson favors the movement to secure in every district the re-election of all members of Congress who have supported the war, without regard to party. He has already written a letter urging the Democrats in Minnesota to make no nomination against Senator Nelson, who comes up for re-election next fall, and who, though he is a strong Republican, has been a strong supporter of the Administration in all its war measures.

In the judgment of The Outlook, the one issue which confronts the Nation at this time is the vigorous, efficient, and prompt prosecution of the war. The prohibition issue and the woman suffrage issue should by every voter be regarded as subordinate to the war issue. The one question which every voter should ask himself is, not, To what party does this candidate belong—Democratic, Republican, Socialist, Prohibition, or what not?—but, What are his views on the war measures before Congress; what, if he is up for re-election, has been his action, and how far can he be depended on to support the vigorous prosecution of the war, with no peace until the military power which seeks to dominate Europe is destroyed?

GERMANY'S ADVANCE ON RUSSIA

The advance of German armies against Russia has been rapid, and has been practically unresisted both in the north and in the south. The capture of Dvinsk and Lutsk, reported last week, was merely the prelude to the occupation of the great naval fortress of Reval, on the Baltic, which guards St. Petersburg; on the center of the line came the capture of Minsk, and to the south Rovno, formerly a serious obstacle to any German attempt to occupy the Ukraine from the west. Everywhere the German troops took possession of vast quantities of booty—hundreds of cannon and machine guns, thousands of motor cars, and an incalculable amount of food and supplies. From the coast of Esthonia to the southern border of Volhynia Germany has cleared of Russian soldiers a deep section of country and is in full possession.

The leaders of the Bolsheviki in Petrograd soon saw that Germany was following by deeds its declaration that until a peace treaty was signed Germany was at war with Russia, whatever Russia might say as to its no longer being at war with Germany. The Lenine-Trotsky Government at once withdrew its refusal to accept Germany's former terms. But the new offer met at first with little attention. Germany insisted on formal written statements and delayed all efforts towards a peace settlement. It became evident also that now Germany proposed to insist on enormous new demands. The proposals first made at Brest-Litovsk (commonly called the Hoffmann terms, because they were formulated by General Hoffmann) were enlarged, and the Russian territory to be held by Germany, or to be indirectly controlled by it, was made to include almost all of the Baltic provinces, a considerable portion of Esthonia, Poland, and the Ukraine. The new terms proposed also include very large commercial concessions, and, according to some accounts, a large money indemnity. It is perfectly evident that under any circumstances Germany will long maintain an overlordship in these great sections of Russia, and this control may be permanent if the result of the world war permits.

The disillusionment of the Bolsheviki must now be complete. They were sanguine enough to think that their effort at peace would precipitate a social revolution in Germany. Now they know it will not. They were weak enough to believe that Ger-

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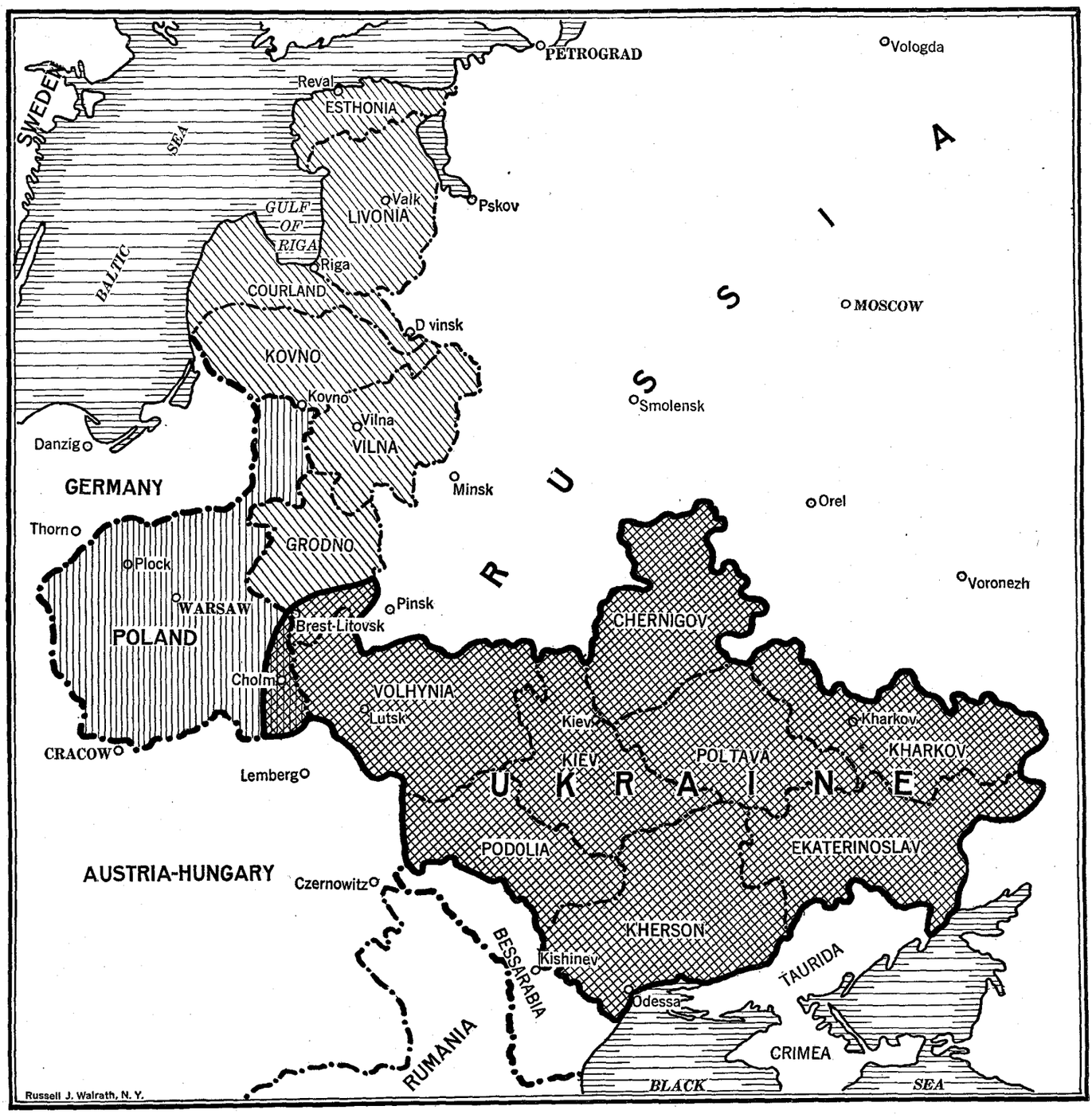

RUSSIA AND HER ENDANGERED PROVINCES

The vast extent of the Ukraine, to the south, is actually invaded by Germany because all of its people will not accept the treaty made with Germany by the anti-Bolshevik faction. Cholm, to the west of the Ukraine, has been included in the treaty, although it is part of Russian Poland. Although the German Chancellor says that Germany will give Esthonia and Courland self-government, German troops may be kept there indefinitely if a treaty is signed by Russia

many's willingness to talk about "no annexations and no indemnities" meant something. They now know that Germany defined the phrase so as to allow her grasping and greedy hand to seize immense and valuable territories. Whether the very capital of Russia will fall into German hands or not depends upon Germany's present willingness to make a peace even more favorable to itself than it proposed at the first Brest-Litovsk conference. A study of the accompanying map will give our readers an idea of the extent and possession of the territory over which the German shadow has fallen.

Germany's whole course forms an ironical comment on the statement of the Chancellor, Count von Hertling, on February 25. He declared: "I can fundamentally agree with the four principles which in President Wilson's view must be applied in a mutual exchange of views, and thus declare with President Wilson that a general peace can be discussed on such a basis." But he insisted that first "all states and people must recognize these principles," and added, "When President Wilson incidentally says that the German Chancellor is speaking to the tribunal of the entire world, I must decline this tribunal as prejudiced, joyfully as I would greet it if an impartial court of arbitration existed, and gladly as I would co-operate to realize such ideals." Whether it be "no annexations and no indemnities" or a theoretical "mutual *rapprochement*," Germany's expressed willingness to discuss anything is meant to cover her military effort. A direct answer to President Wilson's "fourteen points" would be more to the purpose.

Elsewhere in this paper we comment editorially on Russia's position and its future. How the situation is regarded in America may be indicated by two extracts. The New York "Times" comments: "Of course there is no peace for Russia, no freedom for Russians, no future either for the state as a

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whole or for a federation of its parts, so long as Germany remains unconquered. They will be enslaved and Germany will take from them what she needs." And the New York "Sun" asks: "Will the vast and productive territory comprehended in the Kaiser's programme of 'rescue' become a possession of the German Empire, to be governed directly or indirectly from Berlin, to sustain perhaps the same relation to the imperial system which India sustains to Great Britain, or will the deposed Czar be restored to his throne for the safeguarding of world autocracy?"

THE FALL OF JERICHO

The occupation of Jericho by the British army operating in Palestine recalls many Biblical and historical associations. The ancient Jericho, whose site is near the modern Jericho, was the first city of Canaan to be reduced by the armies of Israel, and every child knows the famous story of its destruction by the blowing of Joshua's trumpets.

From the military point of view, the occupation of Jericho is a valuable asset. If the advance is pushed twenty-five miles eastward, the British will cut the railway from Damascus to Mecca. This would be of importance in more ways than one, but especially because it would establish communication with the Arab tribes which are fighting the Turks in that direction. The new position also helps in the control of the Dead Sea and in giving access to the rich agricultural country east of the Dead Sea and to that which borders the Jordan north of the Dead Sea. The actual occupation of Jericho by the Australian cavalry under General Allenby's command met with little resistance.

THE HOME CARD

The problem of saving food for our allies is growing daily more serious. By May 1 we must send abroad no less than one hundred million bushels of wheat. To do this, while not eating less than is necessary for good health, we must use food substitutes for wheat. Instead of white flour we could use rye flour or corn-meal. Incidentally, bread and muffins made from these are not only nourishing but extremely appetizing.

We must feed the Allies and our own soldiers by sending to them as much food as possible of the most concentrated and nutritive value in the least shipping space. These foods are wheat, beef, pork, butter, and sugar. As a programme of saving, the Food Administration asks that a "Home Card" be hung in every kitchen. We have already summarized the recommendations on this card, but it may be worth while to print them in full:

Have TWO WHEATLESS DAYS (Monday and Wednesday) in every week, and ONE WHEATLESS MEAL in every day.

EXPLANATION—On "Wheatless" days and in "Wheatless" meals of other days use no crackers, pastry, macaroni, breakfast food, or other cereal food containing wheat, and use no wheat flour in any form except the small amount that may be needed for thickening soups or gravies, or for a binder in corn bread and other cereal breads. As to *bread*, if you bake it at home, use other cereals than wheat, and if you buy it, buy only *war bread*. Our object is, that we should buy and consume one-third less wheat products than we did last year.

Have ONE MEATLESS DAY (Tuesday) in every week and ONE MEATLESS MEAL in every day. Have TWO PORKLESS DAYS (Tuesday and Saturday) in every week.

EXPLANATION—"Meatless" means without any cattle, hog, or sheep products. On other days use mutton and lamb in preference to beef or pork. "Porkless" means without pork, bacon, ham, lard, or pork products, fresh or preserved. Use fish, poultry, and eggs. As a nation we eat and waste nearly twice as much meat as we need.

Make every day a FAT-SAVING DAY (Butter, lard, lard substitutes, etc.).

EXPLANATION—Fry less; bake, broil, boil, or stew foods instead. Save meat drippings; use these and vegetable oils for cooking instead of butter. Butter has food values vital to children; therefore give it to them. Use it only on the table. Waste no soap; it is made from fat. Be careful of all fats. We use and waste two and a half times as much fat as we need.

Make every day a SUGAR-SAVING DAY.

EXPLANATION—Use less sugar. Less sweet drinks and candy containing sugar should be used in war time. As a nation we have used twice as much sugar as we need.

Let us remember that there is starvation in Belgium and privation elsewhere, that each pound of food saved by us is a pound given to the support of our Army or our allies, and that each pound wasted or eaten unnecessarily is a pound withheld from them.

WHEAT AT $2.20

The country is heeding the Food Administration's recommendations. One indication is that the prices of the most popular wheat substitutes have lately advanced, so we learn, about a cent a pound wholesale. They may go higher.

If the food problem of the Nation is to be successfully carried out, should not the price for these cereals be fixed? Why should not the Government take the same action regarding corn, rye, barley, and oats that it did with wheat? The answer is that, while normal distribution of all our farm products has been subject to great disturbances during the last three years because of war conditions, only two commodities, namely, wheat and sugar, have been so seriously affected as to require Governmental intervention.

In the attempt to prevent the farmers from holding back their grain, the minimum price for last year's crop was fixed at $2.20, or more than three times the average price of any wheat crop during the two decades before the war. The price of this year's crop was fixed at $2, but so great has been the reluctance to plant among certain classes of farmers, due to more costly labor, seed, and machinery, that bills have been introduced in Congress increasing that figure to $2.50 and even to $2.75.

The President has now taken matters into his own hand and has fixed a general price of $2.20 for this year's crop, establishing differential prices according to the place of delivery, as of course freight differences should be considered in the price fixed.

Two things have been said in adverse criticism of the President's latest price-fixing: First, that future laws having to do with price-fixing will lose all value if the public were to believe that they were subject to change at almost any moment; and, second, and curiously enough on the contrary, that the worst way to regulate prices is by statute, because such a price is regarded as a finality; instead it should be revised according to varying conditions. This disagreement indicates the difficulty inherent in any plan of price-fixing.

It is more comfortable to think that our farmers in general will loyally accept the present decision as an incentive to production, following their action last autumn when they planted an acreage larger than the record of any preceding year. As the President says: "The chief thing to be kept clearly in mind is that regulations of this sort are only a part of the great general plan of mobilization into which every element in the Nation enters in this war as in no other."

THE WISCONSIN SITUATION

Paul Husting, patriot, died last October. He was United States Senator from Wisconsin. He came from a pro-pacifist, pro-German region. But he was ruggedly loyal and militant in his principles and policies of war efficiency.

Wisconsin's living Senator, Robert M. La Follette, is in bad odor because of the speeches, provocative to disloyalty, he has made since the war began, and a Committee of the Senate is now considering a proposal recommending his expulsion from that body.

It is doubtful if Mr. Husting, a Democrat, would have been chosen had Mr. La Follette not bitterly opposed the Republican candidate, ex-Governor Francis E. McGovern. One of the problems now confronting Wisconsin is to determine how much of Senator La Follette's former prestige still remains. Of course Mr. La Follette will endeavor to dictate the selection of a successor to his departed colleague.

In providing for the election of the United States Senators and for the filling of vacancies due to death, resignations, or removal, the Seventeenth Amendment to the Federal Constitution directs the Governors to issue writs of election, but permits the Legislatures to empower the Governors, until elections shall be held, to make temporary appointments. Some States have already so empowered their Governors. But not Wisconsin.

Governor Philipp, who delayed action three months, called a

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special session of the State Legislature to meet on February 19 to ask it to give him the power to make a temporary appointment. On the convening of the Legislature Governor Philipp attempted to obtain the passage of an enabling act so that he might fill the vacancy. But the Legislature defeated the bill. This apparently left matters just where they were before.

The Governor had opposed a special election on the alleged ground that it might give an opportunity for an undesirable candidate to succeed. With the loyalist vote divided between Republicans and Democrats, a pacifist candidate might be successful. The Hon. Irvine L. Lenroot, the well-known member of Congress from Wisconsin, told a representative of The Outlook in Washington recently that, if a special election were to be held, some candidate, he believed, could be agreed upon with sufficient non-partisan indorsement to win. While Governor Philipp intimated at the last moment that he wished to appoint Representative Lenroot to the Senatorship, the refusal of the Legislature to permit him to do so is really a victory for Mr. Lenroot, who has all along asked his friends to stand for a special election. At that election, for which the Governor has now issued a call for April 2, Mr. Lenroot has not yet decided whether he will himself be a candidate; if he does, he will represent a hundred per cent Americanism. Joseph E. Davies, Democrat, and member of the Federal Trade Commission, whose Americanism is also doubtless at par value, has announced his candidacy; he probably has the Administration's support. A third candidate is Victor Berger, Socialist and ex-member of Congress, who represents an ultra-pacifist element that is in effect pro-German.

In this exigency the safe plan would be for the Legislature to pass a law providing for a non-partisan primary, with no party candidates permitted, but open to every one who might desire to go upon the primary ballot. The names of the two candidates receiving the highest number of votes at this non-partisan primary would be placed upon the election ballot, and no other candidates permitted thereon. This might insure a clear-cut issue between a loyalist candidate and a pacifist candidate. It is even possible that the pacifist candidate might be eliminated at the primary, leaving in the contest two loyalist candidates. In either event, Wisconsin would have an opportunity to declare her loyalty to the Government in the prosecution of the war.

Certainly some measure should and can be adopted to prevent a disloyal minority from getting into power by taking political advantage of partisan divisions among the loyal majority.

SPANISH SUPPLIES

For many months General Pershing has found it hard to get lumber, mules, blankets, and other materials from Spain. The reason given for failure to fill his orders was that the transportation system had broken down and that it was impossible to handle goods destined for export.

The Spanish showed more willingness to send supplies, however, when it became known that Spanish steamers were being held up in American ports for lack of fuel. Through the control of bunker coal by the United States and her allies we were in a position to stop the shipment of goods to Spain. But Spain needs our cotton, oils, and other commodities. She should now get them in return for the things General Pershing orders. His ability to buy supplies in Spain would not only save him—and us—ship tonnage, but would enable him to build up his reserve stores far more rapidly than otherwise would be the case.

In truth, Spain's transportation system, as regards both land and sea, has partly broken down—on land because of labor strikes and at sea because of German submarine warfare. Spain has lost between forty and fifty ships in this way. Her patience has been sorely strained. She has sent repeated notes to Germany demanding that merchantmen be not sunk without warning, that Spain's right to regulate her coastwise traffic without reserve be recognized; in especial, that Spanish territorial waters be respected. Germany has flagrantly violated those rights. She has been giving Spain some of the cause for going to war that she gave us. Perhaps Spain will follow our example. We hope so.

While Germany keeps on expressing surprise that her sea deeds should be construed by Spain as violating international law, she also keeps up a persistent flirtation with the Spanish Court, Church, and Army. According to the "Kreuz-Zeitung," the organ of the military party in Berlin, the recent revolution in Portugal was started by England with the double hope of ruling that country and of making trouble on Spain's borders in order to drive Spain into joining England and the Entente Allies. "New hopes have been created lately," says the "Kreuz-Zeitung," "for the Spanish monarch. Thanks to the wise German diplomacy, the hopes that the Spaniards are beginning to recognize are not impossible of realization through German support." These "new hopes," it turns out, are Portugal, Gibraltar, and the French possessions in North Africa.

Be this as it may, we believe that Alphonso XIII, the business interests, and the people generally are anti-German. The combination of these three elements may ultimately prove to be more than an offset to the other three—the Court, the Church, and the Army.

THREE PALACES

According to the London "Daily News," King George has offered three palaces for national use. They are his London residence, which is Buckingham Palace, and also Kensington Palace, London, for public offices; and, for wounded soldiers, his Highland residence, Balmoral Castle.

Because of location, size, and equipment, Buckingham Palace is well adapted for public use. As all visitors to London will remember, it rises imposingly at the west end of St. James's Park, not so very far from the Houses of Parliament and close to various railway and underground stations. The present palace takes its name from Buckingham House, erected by the Duke of Buckingham over two centuries ago, and later bought by George III.

In comparison with the present modernized façade of Buckingham, Kensington Palace in Kensington Gardens to the west of Hyde Park is indeed an unassuming brick structure. It was partly built by Sir Christopher Wren for William and Mary, and in historic note outranks the other palace. William and Mary died at Kensington, so did Queen Anne and her husband Prince George of Denmark. So did George II. Queen Victoria and the present Queen were both born in Kensington Palace.

The name "Balmoral" is Gaelic for "majestic dwelling." Balmoral Castle, built of granite in Scottish baronial style, with an eastern tower a hundred feet high, is near Perth in Scotland, and was acquired in 1848 by Prince Albert, Queen Victoria's consort. He bequeathed it to his wife. As the location is nine hundred feet above the sea, as the estate comprises some forty thousand acres, and as the scenery is superb, Balmoral should prove an inspiring place for the wounded in which to get well.

IN THE DAYS OF THE MEDICI

Scores of letters written by Lorenzo the Magnificent were recently advertised to be sold at the famous Christie's London auction room. With them were hundreds of other autographed letters and historic documents relating to the days of the Medici, of whom this Lorenzo was the greatest. But the Italian Government intervened by injunction. Italy forbids works of art and objects of historical importance to be removed from the country without permission. It seems that ancient documents are included under the law.

The Medici papers have long been a mine of inestimable value to the historians and romancists. Thousands of Americans have visited the marvelous Certosa near Pavia, built and adorned by the Visconti and Sforza as a propitiation for their many bloody deeds. The letters are full of the story of these men and their times. A larger number still have read the delightful lives of Beatrice and Isabella d'Este by Julia Cartwright and have enjoyed the descriptions of the brilliant court life, the endless intrigue and plotting, and the personal feuds.

These letters are the mine from which modern knowledge of fifteenth-century Italian diplomatic secrets, mediæval customs and fashions, and social and ethical standards have been drawn. Public and private morals were, in the modern view, topsyturvy

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CARTOONS OF THE WEEK

Kirby in the New York World

"BRING ON YOUR OFFENSIVE"

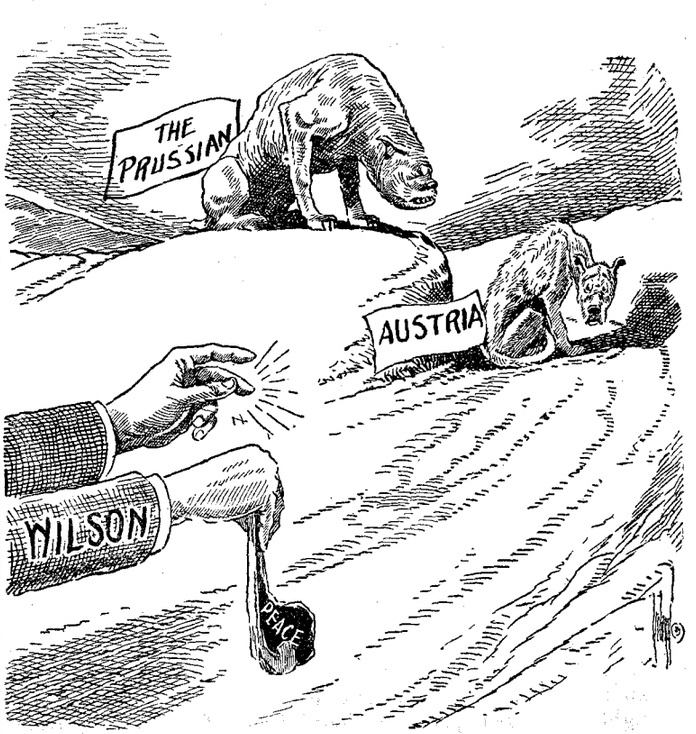
READY FOR THE HUN

Pease in the Newark Evening News

SINGLE-BARREL VS. DOUBLE-BARREL

WHICH IS BEST IN THE TRENCHES, A RIFLE OR A SHOTGUN?

Ireland in the Columbus Evening Dispatch



WE'LL PROBABLY HAVE TO WHIP THE BIG FELLOW FIRST

PRUSSIA NOT YET READY FOR THE BONE

Darling in the New York Tribune

"PEACE WITHOUT ANNEXATIONS OR INDEMNITIES"

THE PRUSSIAN SNAKE SWALLOWS BOTH RUSSIA AND ITS OWN PROMISES

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in some points. Thus in one of them Cosimo, Duke of Florence, asks, in behalf of a friend, the privilege of seeing his son in prison. The son, he writes, "was exiled not for political reasons, but only for murder."

Equally naïve is Lorenzo's statement about Beatrice d'Este's wedding, that Lodovico il Moro, the bridegroom, realized that he might expect a request from his bride that he spare the life of one Luigi da Tezago; so, to save himself from any controversy, "he had him hanged a week ago in the prison at Pavia."

FRANCE IS NOT "BLED WHITE"

The following figures, given by Mr. Stéphane Lauzanne, editor-in-chief of the Paris "Matin," director of the Official Bureau of French Information, show better than any words that France is far from being exhausted or "bled white."

In 1914, at the battle of the Marne, France had in the field an army of 1,500,000 men; to-day, after more than three years of war, France has in the field an army of 2,700,000 men. In September, 1914, the French war plants were manufacturing 12,000 shells per day; to-day France is manufacturing 300,000 shells per day. According to an agreement signed by the French High Commissioner in Washington with the War Department, it is the French war industries which manufacture all the light artillery for the American Army.

In these war plants, which are the pride of the French nation and which no exhausted country could maintain, nearly half a million women are actually working, day and night. There also progress has been achieved: in 1914 only 25,000 women were working in these factories; on March 1, 1917, the number had increased to 375,582, and to-day it reaches nearly half a million.

Since the beginning of the war the French Parliament has voted credits for the war amounting to more than $20,000,000,000. Of these $20,000,000,000 only $2,000,000,000 have been borrowed from foreign countries. The whole difference was drawn on the savings of the French themselves; the whole balance was subscribed by loans or paid by taxes. Besides that, France has been able to loan $1,000,000,000 to her allies, and to give them 2,500 guns and 5,000 airplanes.

And to-day on the western front the French army is still holding two-thirds of the whole line. At the beginning of the present year 82 German divisions were facing the French army. As Mr. Lauzanne points out, to need 82 German divisions in order to hold an exhausted army is, indeed, out of proportion.

WHAT HAS BECOME OF RUSSIA?

RUSSIA no longer exists. The nine million square miles of territory, three times as great in extent as the United States, which is called in geographies Russia is still practically intact. The hundred and eighty millions of people whom we have been in the habit of somewhat loosely calling Russians still live in this vast area. But an empire or a nation is made, not by its territory nor by the size of its population, but by its unity of national feeling and action. In this sense of the word there is no longer any Russian nation. The population is broken up into geographical communities and political groups that suspect one another and struggle against each other. How far the Russian collapse is due to German intrigue, propaganda, and military power, and how far it is due to the long evolutionary process of despotism and injustice under the Romanoffs, is an interesting question, but one so complicated and with so many political and historical ramifications that it cannot be intelligently treated in a brief newspaper article. The fact that is of great moment to the world at the present time is the unquestionable and manifest fact that there is no Russian Government, no Russian nation, and therefore that the Russian people cannot be a factor in the war nor even in international politics for a long time to come.

The natural impulse of the Allies is to look upon Russia with distrust and bitterness. Russia has deserted them in their hour of trial, and their feeling of resentment is very strong. It would be surprising if we Americans did not share in this feeling. On sober second thought, however, we believe that the feeling of resentment will give way to a more reasonable consideration of the Russian situation. In forming a reasonable estimate of the Russian collapse Americans will do well to bear three things in mind.

First, the Russian people should be looked on, not with scorn, but with pity and sympathy. Modern Russia dates from Peter the Great, and for the two hundred years since his time Russia has been in bondage to a despotic and cruel autocracy unparalleled in the history of modern Europe. Is it surprising that when this autocracy was suddenly destroyed the Russian people in their new-found but long struggled for liberty should have given themselves up rashly to visions and dreams and impractical schemes of universal brotherhood, and should have reacted against any and all kinds of authority? Pity for them should lead us to give them all the sympathetic and wise help that we can in getting back to a condition of liberty under law.

Second, we should bear in mind that the collapse of Russia is not an unmixed blessing for the military autocracy of Germany. Doubtless the immediate result will be to provide the German military power with food, labor, and other resources. But Russia can no longer be used as a bogie by the Prussian Pan-Germans to terrify the German people into a support of their plans for creating a *Mittel Europa* under German domination. It has become a truism of historical psychology that the masses of people in any country are not imperialistic. Their own domestic affairs are a hundred times more important to them than plans of conquest. The people follow their military leaders only when they are persuaded that they must do so in defense of their homes and personal interests. The working class of Germany in the early days of the war followed the Kaiser and von Hindenburg because they were told that Russia was proposing to swallow them on the north and east and that England and France wanted to throttle them on the south and west. The military caste, represented by the Kaiser and von Hindenburg, played upon their fear in this way in order to get their support for the Pan-German scheme of conquest, but the German people are no longer terrified by Russia. They see that Russia has ceased to be a menace, and thus it may be said that the disintegration of Russia takes away from the military party in Germany a very important prop. It may be questioned, therefore, whether Prussian militarism has not been far more weakened than it has been strengthened by the removal of Russia from the fighting forces of the war. In any event, the destruction of the Romanoff autocracy will in the long run be a great gain to the progress of democratic freedom and reasonable international relations throughout the world.

Third, on the whole the most important lesson for us in this country from the Russian collapse is that it discloses, in a way that the simplest mind can understand, the folly of attempting to negotiate a peace with the Prussian military autocracy. If appeals to reason, fair words, and noble aspirations about human brotherhood could make any impression on German autocracy—or even on the German people—Trotsky and Lenine would have succeeded. It is clear that the Kaiser and the Government group of Germany still believe that "Might makes Right," and that international treaties are "scraps of paper." If France or England or the United States were to-day to endeavor to negotiate with the Kaiser as Trotsky and Lenine did, they would suffer, and would deserve to suffer, as they have suffered.

WHAT CRITICISM ACCOMPLISHES

The two articles about the National Administration which our readers will find in this issue will help them, we think, to understand what is happening in Washington, for the very reason that each article is written from a distinct point of view. In locating a position engineers make observations from two or more points. In examining a piece of sculpture it is always desirable to see it from more than one side. So we believe that these two articles together give perhaps a juster view of our Government than either would give alone.

Both Mr. Davenport, whose Special Correspondence is entitled "Some Washington Impressions," and Dr. Odell, whose article is entitled "Interpreting the People to the President," are experienced observers. Both of them have had training which

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enables them to distinguish, among the things that they observe, the important from the unimportant. Neither of them is an advocate of a party or any public man. Neither of them has any interest in any merely partisan criticism. And yet the reader will find that the Administration looks rather different as pictured by the one from the way it does as pictured by the other.

There is a somewhat corresponding difference in the way in which groups of people in this country at large view our Government at Washington. One group is inclined to say, "The Administration has done some things very well indeed, but—" The other group is inclined to say, "The Administration has of course made some blunders, but—" Thus there is practically unanimous agreement on two things: one, that our Government has to its credit some great achievements; the other, that our Government is responsible for some serious mistakes.

It is human nature to crave appreciation for work well done. And such appreciation has been accorded to the Administration, and has been accorded ungrudgingly.

It is also human nature to resent criticism; but in spite of that fact there is little resentment of constructive criticism in the minds of the men at Washington who are doing the hardest executive work in the prosecution of the war.

Indeed, those who are doing the best work are the very men who have recognized the value that public criticism has been to them and to their associates. There is no doubt that since last December, when the investigation of the Senate Committee on Military Affairs brought to public notice serious defects in the Government machine and thus aroused public criticism, there has been a very great improvement.

This does not mean that men in authority and responsible office were slothful or indifferent. On the contrary, there has been no harder or more conscientious work done in this country than has been done by some of the very men whose branches of the Government have been under fire.

The fact is, men in public office in time of war need the tonic of criticism—and for a very simple reason.

Those who talk with men in khaki, and especially with men who have been in training camps or at the front, know that such men talk very little about the war, or about questions of policy or strategy, or about the larger movements of troops, or the big questions of administration. The reason is that the time of those men is occupied from early morning till well on into the night with the intense activities of their own particular duty. The soldier in the trench has little time to think about the intentions of the Kaiser, for he has to have his mind on the intentions of Fritz. The medical officer is overwhelmed with his medical duties, and then has to devote time and energy to making elaborate reports. The field officer is concerned with the care of his men and the receipt and transmission of orders. Now what is true of men in camp and at the front is also true of men immersed in administrative duties. So long as they are left unmolested they have nothing to impel them to see anything but the next thing. If, for instance, they are charged with the duty of providing certain supplies, they have to keep themselves alert to see that the requisitions for those supplies come to them as other requisitions should come and are duly recorded and attended to as they have always been recorded and attended to. How can such men take up the question whether there is any need for requisitions at all? They cannot and they do not unless some outside agency, with sufficient pressure behind it, impresses upon them the fact that there is something more important than the duty of the present routine, and that is the reform of the routine itself.

This is what has happened at Washington. The old machinery that answered well enough for renewing year by year the supplies for a stationary army was put to the job of creating a modern army with modern weapons to fight a war three thousand miles away. The men who constituted that machinery have worked like slaves in order to keep up. They had no thought or mind of changing the machinery itself. Most fortunately for the country, there were men who did have mind for just that thing. And through the investigation in the Senate the pressure was brought to bear for a change in the machinery itself; and already, in two months' time, the effect in some branches of the War Department is remarkable. And among those who are most grateful for that criticism are the men to-day who see its effect not only in easier work, but in results that have given greater fighting strength to our fighting forces.

A people who withhold criticism from their Government withhold that to which their Government has a right.

JUSTICE TO WAR WORKERS

That men at work on the building of ships should have left their work when, above all things else, ships are needed to overcome the enemy, has horrified the country. It is not surprising, therefore, that the President should have addressed a Message to the strikers telling them that "no one can strike a deadlier blow at the safety of the Nation and of its forces on the other side than by interfering with or obstructing the ship-building programme;" and asking them, "Will you co-operate or will you obstruct?" The words of the President sobered these strikers, as they sobered the country. But now that the men have gone back to work, the country should not forget that there is another side to this question.

What that other side is has been tersely stated.

"I know of conditions in Newport News," said Mr. Homer Ferguson, President of the Newport News Ship-Building Company, in his testimony before the Committee on Commerce of the United States Senate, "where eighteen people lived in one room, and in another room a man, his wife, and three children, and two of the children had diphtheria. Imagine such a thing! We talk about uplift and training-camp activities and democracy, and then create a condition like that. I am not much of a settlement worker and that sort of thing, but when the Government goes ahead and creates a condition where men cannot live decently—an unnecessary condition—I think it is right bad."

A great army of laborers must live where the Government's enormous operations are being pushed through. Thirty thousand men are employed in the shipyards in and near New York, and thirty thousand more are coming. Forty thousand workmen have flocked to Bridgeport, Connecticut. Twenty-five thousand are going to the great yards now in development on the Newark meadows. There are no adequate accommodations near by. Most of the men come long distances; they start early and return late. They do not stay long at their jobs. Other men, hearing of the housing conditions, decline to come.

The result is, as Mr. Grosvenor Atterbury, the well-known housing expert, has pointed out in writing to The Outlook, that to-day labor is traveling from one plant to another, leaving in its wake only increasing discontent and unsettlement. And in order to tempt men to work under these conditions the Government must raise the current wage rate, said Mr. Atterbury, and as long as it permits these hardships in living conditions to persist, just so long will it practically bid against itself in the labor market. And, it may be added, just so long will a great and unnecessary overhead charge be added to the expense of making our ships and our munitions which our forces need in abundance.

This was a condition that was foreseen. The need of houses was known last spring by several bodies that brought the need to the attention of the Government. Though recommendations were made according to a plan instituted in the War Department, no request was made directly to Congress to provide the necessary housing. We do not know the reasons for the Government's delay. It was only the more imaginative who were able to visualize the coming of war to America before it came; and perhaps the Government did not soon enough visualize the needs of modern war or the methods to meet those needs. It was somewhat so in England. Though the Government there saw early that the great increase in the number of workmen building ships and making munitions would require a great increase in the number of houses, it did not see as clearly that this increase should be in *good* houses. It is not enough that there should be simply shelter, sanitation, and provision for family life. Men and women need something more than that. Attractiveness in environment helps the worker as it helps the soldier to do his bit more effectively.

As Mr. Winthrop Hamlin says in his recent study based on the housing collection of the Harvard Social Museum, "Hap-

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piness, or the chance for happiness, is still wrongly thought of as a luxury without which one may yet lead a profitable life." And Mr. Hamlin therefore includes among the elements which must be provided for in proper housing "æsthetic pleasure."

On page 364 in this issue Mr. Richard S. Childs, in an article on "The New Garden Cities of England," tells how England has undertaken to solve this problem which we have been facing for months in this country. He shows how England has not only provided houses for her war workers, but houses of beauty in veritable cities of gardens.

If America does what England has done, she will have her reward not only in the war but in the years that are to come when the war is over.

WHY NOT?

Dr. Karl Reiland, the rector of St. George's Church in New York City, in a recent sermon made an excellent suggestion, which we commend to our readers:

> This dynamic of Prussian violation, this world-changing, military murder, this most Godless business of history, has not caused one great ecclesiastical convention, one convocation, one special synod, one Christian communal protest, or clear ringing call among the differing servants of an offended deity, to voice the vigorous denunciation, the outraged conscience of altruistic humanity, the pathetic miseries, which the deep damnation of this degenerate and blasphemous fratricide unqualifiedly demands.
>
> Why not a great wave of Christian unification in every city and town, in every cathedral and building, where, without regard to creed, and with nothing but the Sermon on the Mount, forgetting for the time all theories of ministerial validity and official qualification, remembering only the Divine Servant girding himself with a towel for a servant's task, and his caution that man should seek the true God through a loving brotherhood of men—why not, I say, come together for the greatest communion service ever held on earth, and find the unification of the fold in a simple, humble, spiritual imitation of the Shepherd? We need no commission to go anywhere else than out into its own dooryard to begin victoriously at home what misguidedly they are seeking vainly abroad. In our own hearts—the realest part of us—we stand close together, for we know best of all that we fundamentally belong to the greatest denomination in the world, which is the communion of the children of one only God.

Why not, in the spirit of this suggestion, hold weekly, or at least monthly, meetings in each village, town, and city—meetings in which all religious organizations should unite in services to strengthen our faith, inspire our courage, and incite and quicken our activities?

The second service in most churches is a task to ministers and a trial to conscientious laymen. They are exhorted to support a service the object of which is to support them. Why not substitute for this generally lame and inefficient service a union of all churches, including Jewish synagogues where they exist, in a service aimed to promote both piety and patriotism? Why inspire loyalty to the country only in halls, and loyalty to God only in churches?

There are many profoundly religious questions which laymen are asking and to which they have a right to look to the churches for an answer.

Is war ever right?

Does Jesus Christ teach a doctrine of non-resistance?

What is the difference between the righteous indignation that inspired Christ's unparalleled invective against the hypocrites of his time and the unrighteous wrath which the universal conscience either vigorously condemns or feebly excuses?

Can we maintain a rational faith in the goodness and power of God in view of the awful calamities of the present hour? If so, what is that faith and how shall we maintain it?

How are we to regard death, and in what spirit are we to meet it when it comes to us and to our dear ones?

How shall we maintain our interest and activity in promoting the cause at stake in this war and avoid the worries and anxieties which depress and discourage us?

> "I do the little I can do,
> And leave the rest to God."

How shall we discriminate between the little we can do and the rest that we are to leave to God, and how shall we keep alive in us the trust that leaves the rest to God that we may do our bit more hopefully and more efficiently?

Such are some of the questions which are being pressed home upon the hearts and consciences of men and women in every town and village in the country. The Church should answer them.

A French soldier, writing from the front, says in a recent publication:[1]

> Religion flourishes whenever men pause and begin to think. Because this war is being carried on by people who are not professional soldiers, each one has been uprooted from his normal place and consequently from his routine. It has put each one in such a novel position that even those most limited mentally are anxious to understand what it is that is happening to them. They are forced to think of their destiny, and, willingly or not, they turn to the God whom they learned to know and pray to at their mothers' knees.

If this war does not impel us to think of our destiny and turn to the God whom we learned to know and pray to at our mothers' knees, it will be the fault of the churches. The Outlook has defended them from the charge that they have done nothing; but are they doing all they can? No. The Church at this time ought to be an army. It is a series of detachments acting independently and separately, with little coherence in counsel and little co-operation in action. Dr. Reiland has pointed out one way in which they can do more. His message we repeat to all the churches we can reach:

"We should be workers *together* with God."

Actions speak louder than words. Dr. Reiland's counsel is both illustrated and emphasized by the remarkable dedication of church headquarters at Camp Upton on February 24—a dedication in which Protestants, Jews, and Catholics united—of a building to be employed by them all in common under the auspices of a voluntary committee representing six different Protestant communions who provided the cost for the erection of this building.

But that dedication ought not to be an extraordinary event. It ought to be an example to be followed in spirit in every community and by all Christian churches, an example of cordial co-operation in promoting the religion of faith, hope, and love of which no sect has any monopoly.

LENTEN LESSONS

II—A TEACHER OF LIFE

A writer of the first century, a disciple of Jesus, and probably a contemporary, has defined in the following words the object of the teaching of Jesus:

> For the grace of God hath appeared, bringing salvation to all men, instructing us, to the intent that, denying ungodliness and worldly lusts, we should live soberly and righteously and godly in this present world; looking for the blessed hope and appearing of the glory of the great God and our Saviour Jesus Christ.

This statement, though very brief, is very comprehensive, for it covers the four possible relations of man to life. His relation—

To the material world through the body.

To the world of man in society.

To the Supreme Being.

To the future.

How did the great Teacher teach his disciples they should live in these four relations? How should they act toward their bodies and the material world; toward their fellow-men in society; toward God; toward the future? What did Jesus mean by the four words: soberly, righteously, godly, hopefully? What should these words mean to Jesus' disciples?

What should they mean? Then Jesus did teach his disciples what to think.

Yes. Thinking is an important part of living. But with Jesus thinking correctly was incidental, living correctly was essential. Too often in the teaching of the Church thinking correctly has

[1] Comrades in Courage. By Lieutenant Antoine Redier. Translated by Mrs. Philip Duncan Wilson. Doubleday, Page & Co., Garden City, N. Y. $1.40.

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been essential and living correctly incidental. Living correctly is morality; thinking correctly is orthodoxy. And orthodoxy has been treated as more important than morality.

There is more preaching on life in this first quarter of the twentieth century; there was more preaching on theology in the first quarter of the nineteenth century. Nevertheless we wonder how large a proportion of the time of the theological seminaries is spent in teaching men how to live; how many of the church Bible classes are studying the interpretation which Jesus gave to these four words—soberly, righteously, godly, hopefully.

We wonder also how many even of our preachers think it more important to study themselves and teach their congregations what Jesus taught his disciples about sobriety, righteousness, godliness, and hopefulness than what he taught about inspiration, atonement, and the Trinity.

We venture to suggest four clues to his teaching on these four subjects.

Soberly—"Is not the life more than the food, and the body than the raiment?"

Jesus taught that things are made for folks, not folks for things. That to sacrifice one's health of body or spirit to acquire things is always a poor bargain. That the profiteer who spends his energies in accumulating and storing wealth is a fool. Things are good servants but bad masters.

Righteously—"A new commandment I give unto you, that ye love one another; even as I have loved you, that ye also love one another."

Righteousness is conforming to a standard. If a pupil spells the word as it is spelled in the dictionary, he has spelled it rightly. If the yardstick is of the same length as the standard at the City Hall, it is a right yardstick. If a life set alongside the life of Jesus measures up to his life, it is a right life. If our love for the poor, the suffering, the sinful is like his love, it is a right love.

Godly—"After this manner therefore pray ye: Our Father which art in heaven."

We are the children of a Father, not the subjects of a King. What is the difference? The loyal subject *obeys* the will of his king; the loyal child *shares* the will of his father. The king *controls* the conduct of his subjects by law; the father *molds* the character of his children by love. The king dwells *apart* from his subjects, ruling them through subordinates; the father dwells *with* and in his children, inspiring them by his own present personality.

Hopefully—"And the glory which thou hast given me I have given unto them."

What is this glory? The glory of the good shepherd laying down his life for the sheep. The glory of the father welcoming back without reproach the returning son. The glory of love, service, and sacrifice. The glory which Mrs. Browning has so beautifully portrayed:

> "Heaven is dull,
> Mine Ador, to man's earth. The light that burns
> In fluent, refluent motion
> Along the crystal ocean;
> The springing of the golden harps between
> The bowery wings, in fountains of sweet sound;
> The winding, wandering music that returns
> Upon itself, exultingly self-bound
> In the great spheric round
> Of everlasting praises;
> The God-thoughts in our midst that intervene,
> Visibly flashing from the supreme throne
> Full in seraphic faces
> Till each astonishes the other, grown
> More beautiful with worship and delight—
> My heaven! my home of heaven! my infinite
> Heaven-choirs! what are ye to this dust and death,
> This cloud, this cold, these tears, this failing breath,
> Where God's immortal love now issueth
> In this MAN'S woe?"

We are not here attempting to answer the question as to what it means to live soberly, righteously, godly, and hopefully. We only suggest clues to help the reader to study the life and teachings of Jesus that he may find for himself what Jesus meant by those words.

THE BATH OF BEAUTY

The Happy Eremite laid aside the evening paper with a deep sigh, rose, and began to walk thoughtfully up and down the dim-lit library. The room was very quiet. The Lady Eremite and the children had long gone to bed and to sleep. Sonny, the Airedale, too, had gone to sleep with his nose on the hearth. The green hickory logs had ceased from crackling, and were purring like a drowsy cat.

The Happy Eremite was not altogether happy. The newspaper had set his nerves on edge. He was passionately interested in the war. He read each scrap of news as avidly as on those first strange, tragic, and incomparably exciting days of late July and early August nearly four years back. He devoured the editorials. This man's attack on that man, that man's defense, and a third man's scathing denunciation of both he studied with anxious care. He read reports from the camps, and endless articles and books of human stuff from the trenches. And morning, noon, and night, he talked and talked of the war.

And now he was walking up and down his pleasant library, lined with books of exquisite literature almost untouched these three and a half years, suddenly aware that the war was getting on his nerves. He found himself suddenly disgusted with the strife of tongues; disgusted with the pitiful inadequacy of his own thinking and speculating; appalled and revolted beyond words by the ceaseless record day by day of maiming and killing by ever-new devices of devilish ingenuity.

"The war is too much with us," he murmured, emending Wordsworth.

He strode up and down. "I am losing my sense of values," he said to himself half aloud. "This war is right. We had to get into it to save our soul, our liberty, the liberty of the world. And we must see it through. Really through. Not half-way through to an inglorious, indeterminate, ignoble peace. But through, clear through. And not the President only, not the Government, but *we*. I must see it through."

He stopped at the broad lamp-lit table and leaned over the newspaper outspread across it, nodding rather solemnly. Then he folded the paper and slipped it into the scrap-basket.

"They order these things better in France," he said to himself, with a faint, troubled smile. "There it's forty-eight hours in the trenches and forty-eight hours in billets, with a concert and a movie or two and a game of baseball and letters home for diversion, and a bath—especially a bath. Poor civilian stay-at-homes that we are, we over here keep to our trenches too much. Our minds become stupefied, mechanical, mud-coated. We lose the fighting edge. There are even vermin, of a kind, that get us. We need diversion and a bath—especially a bath."

He began to pace the floor again. "The movies and a phonograph concert will do the business for the man who fights with his hands," he murmured. "But they won't do it for us who fight with this thing we talk about so much and call our mind. And no water that runs from a faucet will cleanse and refresh that mind. The bath we need is a different kind of bath. A bath for the spirit, a bath in the water of life—the running water of life; a bath of beauty."

He felt the tears rise to his eyes, and swallowed with an effort the lump in his throat; for he had suddenly become conscious in full measure of his own great need of immersion in some such restoring fountain of loveliness. "Beauty," he said, softly. "I have almost forgotten that there was such a thing as beauty. I used to see beauty in every street and along every country road and in the stars. Now I see only war. I used to find beauty in the grand old stories, in poetry, music. I do not read the grand old stories nowadays. I do not read poetry. I do not hear music. I read the newspapers and the war books, and when I put a record on the phonograph it is not Bach's 'Air for the G String,' as it used to be, or the 'Liebestod,' or a bit of Mozart, but 'Over There,' or 'Good-by, Broadway! Hello, France!' or 'Pack All Your Troubles in Your Old Kit Bag!'"

He paused. "I must find beauty again somehow. My soul needs a bath—a bath of beauty."

He turned to his bookshelves and stood before the section where the books of poetry were ranged. His eyes wandered over the titles. There was beauty there, surely, but to-night it did not lure him, and he began to wonder whether possibly the

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old delight in poetry had been choked within him by the luxuriant tares of these three years of sensation and endless argument. His fingers fell on a worn copy of the "Golden Treasury," and he drew it forth and opened it at random. And dreamily, half aloud, he began to read:

"In Xanadu did Kubla Khan
A stately pleasure-dome decree:
Where Alph, the sacred river, ran,
Through caverns measureless to man,
Down to a sunless sea.
So twice five miles of fertile ground
With walls and towers were girdled round;
And there were gardens, bright with sinuous rills,
Where blossomed many an incense-bearing tree;
And here were forests ancient as the hills
Infolding sunny spots of greenery."

He felt his blood run more swiftly, and he drew a long breath as though he had been suddenly lifted into the clear ether about a mountain-top. He read the familiar lines slowly, as though he had never known their magic before:

"It was a miracle of rare device,—
A sunny pleasure-dome with caves of ice!
A damsel with a dulcimer
In a vision once I saw;
It was an Abyssinian maid,
And on her dulcimer she played,
Singing of Mount Abora.
Could I revive within me
Her symphony and song,
To such a deep delight 'twould win me
That, with music loud and long,
I would build that dome in air,—
That sunny dome! Those caves of ice!
And all who heard should see them there,
And all should cry, Beware! beware!
His flashing eyes, his floating hair!
Weave a circle round him thrice,
And close your eyes with holy dread,
For he on honey-dew hath fed,
And drunk the milk of Paradise."

He closed the book on his forefinger with a long sigh and a relaxing of over-tense muscles. For a long time he stood thus with eyes half shut, feeling suddenly cleansed of the dust of petty temporal struggles in the cool, effervescent, healing waters of beauty. The angry strife of little men seemed remote and unreal. Even the war seemed for an instant a matter of small moment, a conflict of red ants with black ants, all of whom together could be trodden out by one firm footfall.

He repeated the last lines softly:

"Weave a circle round him thrice,
And close your eyes with holy dread,
For he on honey-dew hath fed,
And drunk the milk of Paradise."

"Dear God, but it is beautiful!" he said.

The hall clock chimed at last, reminding him that the hour was midnight. Dreamily, he turned to the fireplace and set the screen before the simmering logs. Dreamily, he turned off the light and ascended the stairs to his bedroom.

Sleep came slowly from afar off. He seemed to see it coming, in a dark-blue ship with a dark-blue sail on a night sea under a blue translucent bowl. Blissfully rocking on long, calm swells, he saw sleep come in his ship. The sky seemed to brighten slowly behind it, and a soft wind arose, blowing out the candle of the single low-hanging star; the sea began to wake and to glint and gleam in bronze and crimson and oily purple. The ship came very slowly. He closed his eyes and listened to the purling of the water about the prow of the ship of sleep as it came out of the golden quarter of Atlantis—listened with arms outstretched, floating, floating, floating in golden, liquid beauty—

"Could I revive within me
Her symphony and song—
Could I revive within me,
Could I revive within me—
Her symphony—and song—"

He woke, deeply refreshed.

"I wonder," he said to himself, irrelevantly, "I wonder whether history doesn't show that wars are won by people who take baths?"

SOME WASHINGTON IMPRESSIONS

SPECIAL CORRESPONDENCE BY FREDERICK M. DAVENPORT

Criticism directed to the strengthening of this country in the prosecution of the war has been one of the chief duties of the press at this time. In it we have had to take our part. It has been a duty which has had to be performed in spite of the fact that it invited misinterpretation on the part of readers. In performing this duty we have also sought to emphasize impartially the side of accomplishment, and we have not been unconscious that critical interpretation of the leadership of the President and his closest advisers ought to be tempered with sympathy and a sense of the vast public burdens which they are called upon to carry. We have asked Mr. Davenport to make this human and sympathetic interpretation. We have not asked him to present his own views, but to interpret for our readers what seem to him to be the point of view and the nature and purpose of the President in his conduct of the war, as understood by his intimate counselors and confidential advisers. Mr. Davenport is Professor of Law and Civil Polity at Hamilton College, Clinton, New York. He was a Republican State Senator in the New York Legislature in 1909 and 1910, and nominee of the Progressive party for Lieutenant-Governor of New York State in 1912 and for Governor in 1914. His acquaintance with political forces and political personages throughout the United States is intimate and authoritative.—THE EDITORS.

THAT was a very human touch of Clemenceau in his speech the other day in the Chamber of Deputies on the occasion of the debate over the calling to the colors of the class of 1919. He spoke of a peasant whom he had met on a recent visit to his old home in the province of the Vendée, who had four sons killed in the war, the fifth was a prisoner, and the sixth at the front. The old peasant looked up into the Premier's face and said: "Messieur Clemenceau, will all this end well?" And Clemenceau said, "Yes." "Good," said the old peasant; "then we will give all."

As the more thoughtful and serious portion of the plain American people have pondered the recent revelations of governmental incompetence, and have realized how characteristic it all is of the public side of the American democracy, there has begun to creep over the mind of a nation the disquieting question of the old French peasant—"Will all this end well?"

Yesterday I watched Lieutenant-Colonel Lee, reckoned the second greatest British flier, with a record of forty-two German planes, circling over the White House and the great gray Executive Department buildings on either side, doing the "spinning nose" dive and the "falling leaf," and performing the most astonishing feats with the skill and ease of a master. The preceding week had been one of unusual fatality among the young American airmen in training who were learning to execute similar maneuvers. And Lee said that nevertheless all these startling stunts of the sky are of the highest value, and, despite much peril, must be learned to the last light turn of the wrist until they become second nature and proficiency of high degree becomes a possession. It is the only way to conquer in the air. In that realm the slightest inefficiency is disaster.

On the sea and in the sky the natural daring and initiative of America are coming through. The fates have only to give us a little time and a chance. It is about the mental leadership and organization of the vast industrial and military resources of the country which are vital to victory that the heart flutters, and the inarticulate murmur of the millions rises into the interrogatory of the peasant—"Will all this end well?"

MUDDLING THROUGH

When you get a look into the inside of certain processes of the Administration at Washington or at certain of the processes of the mind of the country at war, you wonder if there is anything more tragic than a democracy trying to extricate itself from a deadly danger. At first all its speeded-up activities seem to be

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circling in chaos. The grossest forms of selfishness come to the top side by side with the sublimest manifestations of selflessness. Great numbers of strong men who will give up their sons without complaint wince and falter if there is likelihood of their business being interfered with or if the right to private property and initiative seems temporarily to be put in jeopardy. Profiteering appears in a hateful and menacing guise. In spots labor is resentful and suspicious and slackingly unpatriotic.

All at once our slovenly democratic ways disclose themselves in all their folly and senselessness. For forty years we have tolerated National and State Governments far below the standard of the needs of free democracies. We have neglected human acquaintance with the working class, and now we pay the penalty. Let us be honest. I hold no brief for the Democratic party in Washington. It is quite likely true that the country is getting ready for a change. But nevertheless many of the faults of the Government at Washington are at the root faults of American democracy. The little Spanish War exposed to view, in a Republican Administration, the fringes of disorganization and disintegration in the National fabric.

Let us tell the worst of it first. It is right to speak up for some of the men who are bearing the real burden in Washington. But it is not necessary to lose any time speaking up for the Democratic party in Congress. It has in the House and the Senate its full quota of stupidity and reaction. If you should take the servile and surly elements out of the Democratic party in Congress, there would be a great gap in the line. His party has given President Wilson and his most intimate helpers many a bad quarter of an hour in the last three years. We might have had a great shipping programme and shipyards in process three years ago if it had not been for the opposition both in the country and in Congress to the somewhat misunderstood plans designed with leadership and foresight by Secretary McAdoo. And when the beneficent policy of the selective draft must have a sponsor in the House, President Wilson had need to go to Republican Representative Julius Kahn, of California, for the courageous voicing and handling of this measure vital to the safety of our country.

And the leadership of the Executive Administration group itself has reflected, at points which have now been sufficiently emphasized, the narrowness of view and incompetence of democracy. Up to date this has been rather too much of a war of the Democratic party, fought by the Democratic party for the Democratic party. There has been none too much generosity towards party opponents and none too much instinct for patriotic cooperation with them.

The shipping is muddled, the guns have been muddled, the railways have been muddled, the health of the camps has been muddled. There has been slow initiative and there has been no single group with detachment and time to think and to plan with foresight the clarification of the muddle. But in considerable measure this is American democracy, and in a democracy it seems that it is only out of the chaos of inefficiency that efficiency at last begins to emerge.

PUT YOURSELF IN HIS PLACE

I mean the President's place. More than anybody else in the country, perhaps now in the world, he is carrying the burden of the war. I heard to-day of a well-known lady in Washington who the night before at dinner chatteringly assailed the President because he plays golf every morning, and seems measurably care-free, in so grave a time. What pitiful shallows a mind like this woman's must navigate! If the President loses his physical and mental poise, the jig is up, perhaps, for the democracies of the world.

How subject to misunderstanding the President is in a time like this! There are not a few people in Washington who are fearful lest he may be perhaps even now flirting with the Pope and the Emperor Charles for an early peace! These fearful souls seem not to realize that this suspicion attributes to the President the qualities of both a knave and a fool—a knave because it assumes that, while professing to be employing a profoundly new and open diplomacy, he is also engaged in secret intrigue beneath the surface; and a fool because out of the archives of the chancelleries some day all this will come to light! The country has never known Woodrow Wilson, and never will know him in terms of these whispering tales!

Wilson's parley with Czernin has an interpretation as simple and natural as the morning. He has not been playing for a negotiated peace in despair of a military decision. There is not a sign in Washington that there is the slightest let-up in all the activities of physical and military power. Every department is preparing for five years or longer, and is continually, even if slowly, increasing the circle of efficiency. What the President is doing with the intrigues of international politics is precisely the thing, so his intimate counselors declare, which has proved effective for the public good in the intrigues of National politics—that is, he is bringing intrigue into the open. Intrigue disports itself with difficulty in the light of day. In all previous wars there have undoubtedly been these preliminary parleys in advance of peace, but they have been in secret. President Wilson is striving to make them adjuncts of force. He is seeking to stir the dormant psychology of the peoples of the world and start deep currents towards peace which shall be complements to armed power. It is a new and simple and human method in international conflict. It is doubtful how far it has yet availed. But certainly the military and naval authorities in Washington understand that it is not intended for one moment to ease them off in preparation for a real decision in the gigantic struggle.

If it does nothing else, this open parley with whole peoples is educating the mind of the world in the principles of permanent peace and justice which are to form material for discussion at the green council table. Under such international preparation as this you can never slip reactionism over on the world as it was slipped over on the Congress of Vienna following the Napoleonic wars.

The President probably does not expect to satisfy the bitter-enders. He probably does not expect to satisfy those who would exact the full measure of retributive penalty from Germany for her brutal and unspeakable horrors. But neither will he satisfy the pacifist weaklings at the other extreme. What he is seeking, no doubt, to satisfy is the great body of people in America who abhor war, but who will hear of nothing else than a genuine and complete moral victory—no matter what it costs. His eye is on the moralities. He would have a soundly converted Germany and a world safe for coming generations—and then not one day more of war. And just because he does not see any sign of German conversion or any hope of a moral victory except through the triumph of arms, there is, under his order or suggestion in the National preparation, neither variableness nor shadow of turning from the hard and narrow militant path to the final goal.

The question whether we shall hold on against every obstacle until the right triumphs must be answered in the last analysis by determining what is the real nature of the President. Some of his critics believe him to be a weak opportunist in international affairs. There is no doubt that the President has in his public career developed a strong strain of opportunism. But those who know him best look upon this strain as quite an acquired characteristic—albeit a valuable one for a world statesman. But I go back to the strain of heredity which lies deeper than anything else in the nature of Woodrow Wilson, that stubborn Scotch-Irish strain which shows in his jaw and his eye, and sometimes in his manner. That is the deepest thing in Wilson. And with it is an unalterable stubborn opportunism which will under no circumstances brook moral defeat, but which will not, on the other hand, dash its brains out against a stone wall when there is a way around into what are coming to be thought of by all the world as the Elysian Fields of justice and peace. That sort of a nature in a place of supreme power, preserved strong and thoughtful through the fiery trial, is, of course, worth more than any other one asset to the cause of democracy and freedom. It is upon the belief that the President has such a nature of stubborn opportunism that the mass of people in the United States, who love righteousness and peace even if they have to die for it, posit their profound conviction that the President will see it through.

Washington, February 22, 1918. FREDERICK M. DAVENPORT.

This will be followed next week by another Washington letter from Professor Davenport entitled "Some Washington Portraits"

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IN A NEW ENGLISH GOVERNMENT-OWNED "GARDEN CITY"—WELL HALL

THE NEW GARDEN CITIES OF ENGLAND

BY RICHARD S. CHILDS

ALL over England at the various centers of munitions-making during the last two years there have been blossoming new garden cities. There is Gretna, for instance, the largest of them, with 16,000 inhabitants prettily and cozily housed amid green lawns and winding roads, with water, gas, and sewers, play-fields, churches, schools, and public buildings, all complete, where two years ago was only vacant moor.

There are scores of such magic towns and villages, and more to come, and they house several hundred thousand of the workers who feed the endless river of shells and guns and war equipment that now so abundantly supplies the armies in France. Queensferry, Well Hall, Glengarnock, East Riggs, Lanark, are some of the places that will attract gaping American business tourists after the war.

Life is worth living in these villages. Workers were withdrawn for six weeks from one great arsenal to build a dance hall in the village, and the statesmen of England say it paid in munitions output.

The ablest city planners in Great Britain planned these towns to make them convenient, economical, and pleasant to the eye. Instead of a crude gridiron of streets cutting obstinately and expensively across the irregular levels, the ingenious planner cons his contour map and lays curving streets to follow the lay of the land, avoiding cuts and fills and steep grades. Instead of wasteful broad streets for trifling traffic, there are generous thoroughfares here and slender lanes there. Instead of long, monotonous straight lines of curb and roof and wall, there are easy curves and charming irregular vistas, and the houses stand in groups at broken angles to catch the maximum sunlight. Inside the blocks—if these variegated blobs of green can be called blocks—we find unfenced lawns and sheltered spaces so attractive that many of the houses prefer to face that way and turn their backs upon the street. Gardens for vegetables or flowers are separately grouped at convenient locations for those who desire such allotments.

Step into spacious Gretna Institute. One floor is for men, the other for women. Smoking-room, billiard-room, auditorium, tea-room, dance floor, lockers and showers, and something going on for everybody.

There are some hotels and boarding-houses, but a few partitions will some day convert them into one-family homes.

Step into one of the snug little houses, part of an irregular, rambling building with a broken roof line. A living-room, scullery, and perhaps a parlor on the ground floor, and three bedrooms and bath above, heated by coal grates, after the English fashion, and all for a rent so shockingly low that it leaves the well-paid munitions worker rolling in ready money.

And here we reach the gist of it all. If private landlordism had supplied these homes, we would have seen the following sequence of events: 1. Munitions plant located. 2. Influx of population, local land values boom. 3. Munitions plant cries for labor and offers high wages. 4. Builders try to buy land to put up houses for labor, pay inflated price for land, charge for it in the rent. 5. Labor finds high wages nullified by high rent and fades away. 6. Munitions plant offers higher wages. 7. Landlords levy higher rents and owners of empty land announce higher prices. Net result—high cost of munitions, incessant labor turnover, disorganization, labor troubles, landowners and speculators making fortunes. That is the American method.

The English method is different. The English national Government located these towns, built them, and owns every house, park, fence, bush, road, pipe, wire, and recreation hall in them. By Parliamentary authority it took the lands, not at the boom value that followed the creation of the munitions plants, but at vacant land pre-war valuation. And it reserves the further right to take as much more adjacent land as it sees fit at the pre-war valuation without regard to the owners' idea of the new value given it by the coming of thousands of people to the neighborhood. The unearned increment is there, but it is safely in the nation's pocket; and the nation, unlike a private landowner, charges rents only on a basis of costs, and not the maximum that the well-paid munitions worker can stand.

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SANDBY GREEN—A GLIMPSE OF A NEW ENGLISH VILLAGE FOR MUNITION WORKERS

Five hundred million dollars is the approximate amount that England has spent on these garden cities already, and so efficiently do they stabilize labor and multiply output that more and more of them are being built. The labor turnover—the incessant coming and going of restless, dissatisfied workers—has, in these cases, disappeared as a problem. Labor has no use for high wages if living costs are equally high. What labor wants is more margin, and so England holds down the amount of tribute that labor must pay to land. The annual cost of the patch of ground that the munitions worker's little house occupies is not its inflated town value, but is much nearer the value it had as a worthless patch of the original empty, wind-swept moor.

English labor has grasped the principle and sees the vision of a slumless and tenementless age. It is demanding that when the great armies flood back across the Channel, and the period of unemployment and readjustment sets in, the Government shall spend billions for no less than a million new dwellings to rehouse the working class of England. Tory business men agree, for it will make English labor so efficient that England can conquer the commercial world.

The Government's investment in present and future garden cities will presumably be recouped after the war by selling them off, not to individuals, but to the municipal governments or to non-profit co-partnership tenants societies for group ownership, which plans are already familiar in Letchworth and the English garden suburbs.

In America we have plunged headlong and heedlessly through a costly period of high labor turnover into an acute housing crisis. Plants and shipyards have been hiring annually five and ten times their normal number of employees in frenzied and vain attempts to maintain full forces. At Hog Island they are hiring 20,000 men a month to maintain a force of 20,000. The average turnover at all the shipyards is six hundred per cent a year. The Newport News shipyards have been running at half capacity, for the workmen who came could find no decent place to live. Shacks and crowded boarding-houses and beds that work three shifts a day will not long suffice for good workmen, despite high wages. At Philadelphia the Emergency Fleet Corporation started the gigantic Hog Island yards, and then, having let it be known that these would attract some eight thousand workmen, prepared to build homes for them, and went shopping for land without power of condemnation. Naturally the landowners saw them coming and prices went skyward (inspired perhaps by the example of the farmer at the Du Ponts' new town at Hopewell, Virginia, who sold a piece of his $10,000 farm for $250,000.)

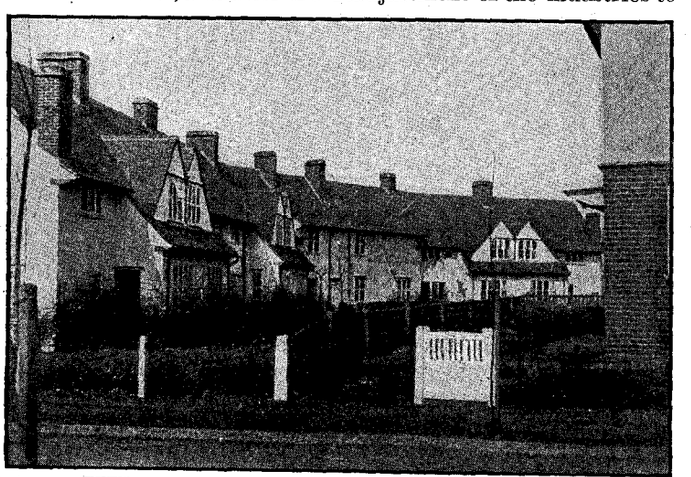
At Wilmington, Bridgeport, and elsewhere local housing corporations have been formed with local capital. They have made plans, picked out the land, and asked for Federal loans, and in some cases seem likely to secure them. They expect to sell off the new houses as promptly as may be possible. Construction costs are so high that quick sales are not anticipated, but the pressure for accommodations will remain serious, and, although the housing companies are not organized for profit so much as public-spiritedly to attack an insistent local problem, yet their dividends are not limited and the Government has no power to buy out their interest at cost, although they are free to buy out the Government's. In cases where the houses are to be scattered through or around an existing city such an unguarded policy will not matter, for the unearned increments of land value will be dissipated indistinguishably over neighboring and downtown areas and probably cannot be conserved.

But some of these great housing developments are to be new towns and suburbs, self-contained and complete, with their own business sections, created by simple fiat on broad tracts of remote meadow-land where cows are grazing to-day. Six hundred to seven hundred dollars per capita is the land value frequently reached in such industrial communities, but the land, with its improvements, such as streets, sewers, lights, and water, will cost only a fraction of that. Under a wide-open policy of selling off lots or houses and lots as soon as the cost can be recouped, the difference between the cost and the ultimate value will escape. That is what happened at Gary, Indiana, where the United States Steel Corporation created a city in 1906 and sold off lots at cost, and the law of the unearned increment in that rapidly growing town scattered over $22,000,000 in pure gifts of rising land value indiscriminately and haphazardly among various lucky or shrewd early buyers.

Needless to say, no land speculators should be allowed to get into these new Government towns to exploit the incoming shipyard workers. Neither should workers who buy or lease houses be allowed to resell or sub-let to other workers at a profit as the values rise. Occupancy should be limited to shipyard workers, sub-letting prohibited, and the rents that are paid must be kept down to the minimum necessitated by costs, as in England. If any loophole is left for capitalizing the unearned increments, high rents will nullify high wages, workers will begin taking boarders, and the old evils of congestion, high labor turnover, and dissatisfaction will reappear, to the detriment of the armies that wait in France.

A central Federal housing authority has now been created in the Labor Department with an inadequate appropriation to build houses where needed, whether for Army, Navy, or contributory industries. It has power to condemn the lands it needs and operate the properties. It will doubtless find it advisable to work through subordinate commissions of local public-spirited business men in the various places, such as those who have come forward already in the proposed housing corporations. It should build, not merely houses, but stores, churches, theaters, dance halls, libraries, and other attributes of normal, wholesome life, without which labor—particularly sober, high-grade labor—cannot be attracted except at excessive cost. The present policy seems to be to insist on the securing of local capital for twenty per cent, the Government loaning the other eighty per cent on first mortgage. Local capital objects that present costs are abnormal and the future of these towns uncertain, so it asks for protection and ought to get it. While the debate on such points proceeds in a vain desire to save money, the country is paying heavily in delay and expensive manufacturing difficulties. English experience indicates that we must come in the end to complete Government financing and control.

After the war, and after the readjustment of the industries to



EVEN A REAR VIEW OF THESE COTTAGES IS ATTRACTIVE

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a peace basis, the excess costs of the houses due to haste and war conditions should be written off as a cost of war and the properties sold unbroken to the communities themselves, acting through non-profit local land companies. Thus the annual value of the increments can be conserved for the common benefit either in the form of abnormally low rents, conditions considered, or in the form of extra community revenue. A Committee on New Industrial Towns, composed of tax and real estate authorities, with Mr. Lawson Purdy, of New York, as Chairman, has been working for two years on the problems of anticipating and conserving unearned increments of land value in the new communities which American corporations occasionally create as incidents to the establishment of new plants. Its programme is applicable to some of these new ship-building and munitions-housing projects. To the enterprise of an architect, Mr. F. L. Ackerman, of this Committee, you are indebted for the story of England's doings as reviewed above, and for the pictures, which are the first that have been allowed to go outside of England. This Committee is trying quietly to get the English principle of close land control accepted here in time to affect the great main housing programme. Luckily, there is considerable vision and imagination these days in Washington.

PERVERSITY

BY ALINE KILMER

All of my life I have loved where I was not loved,
And always those whom I did not love loved me:
Only the God who made my wild heart knows
Why this should be.

Oh, you are strange, inscrutable, and proud!
I cannot prove you though I try and try.
You'll keep my love alive and wondering
Until I die.

GIRL SCOUTS

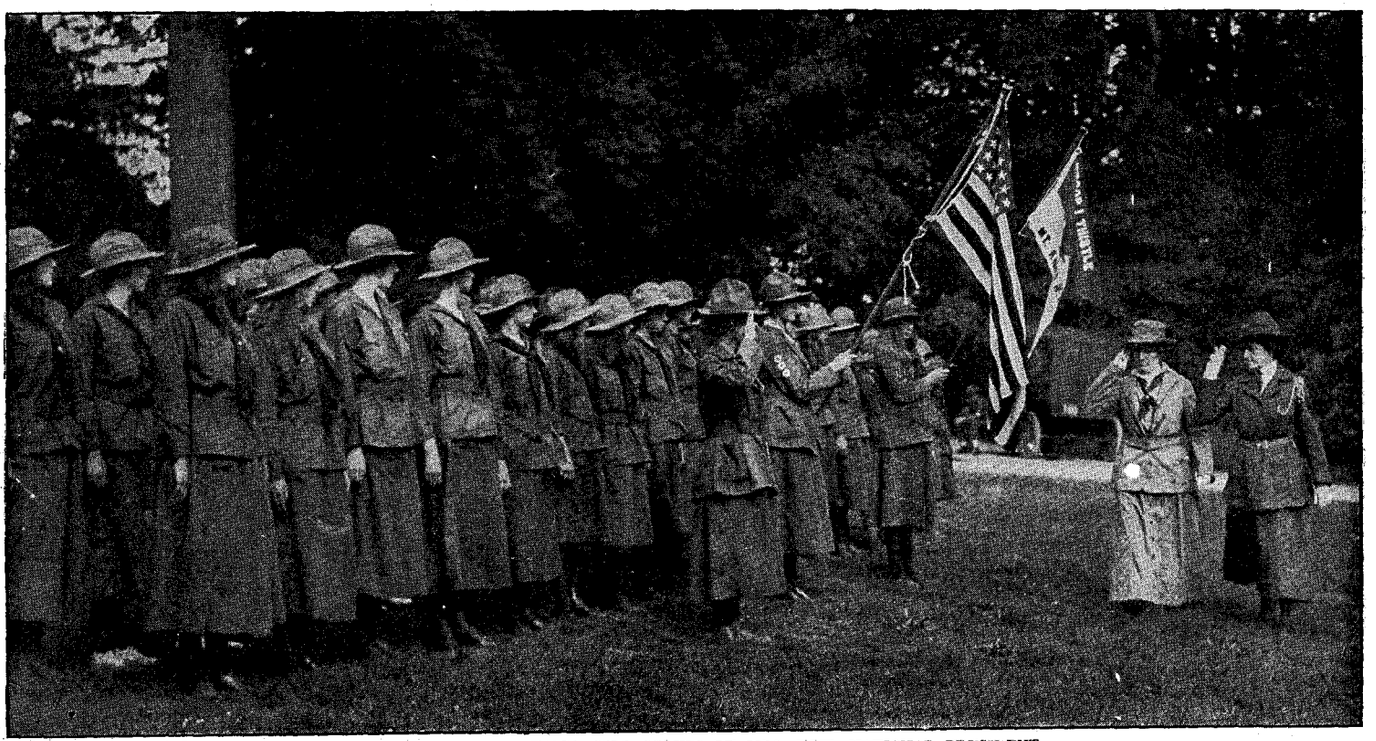
BY MRS. THEODORE H. PRICE

THE Girl Scout movement, now six years old, has become a vigorous and significant expression of National spirit. In 509 cities and towns of the United States trim, khaki-clad girls have become familiar figures in every community demonstration. Through their Scout activities, through participation in the actual business of life cut down to the capacity of youth, these girls are being trained for citizenship in a school of service, a school that stresses the rights of the individual less than his responsibilities.

Girl Scouts are the American outgrowth of the Girl Guides of England. Though springing from the same source as the Boy Scouts of America, and sharing the same ideals of citizenship and service, the two organizations, on the advice of Sir Robert Baden-Powell, the father of both, were made entirely distinct. When Sir Robert organized the Boy Scouts, he found among those seeking membership no less than six thousand girls. To organize them he called on his sister, Miss Agnes Baden-Powell, who formed them into troops after the same general plan as the Boy Scouts, and called them Girl Guides. Interested with Miss Baden-Powell in this work was Mrs. Juliette Low, an American woman long resident in England. When, in 1912, she returned to her native city of Savannah, she was urged both by Miss Baden-Powell and her brother, Sir Robert, to form troops of American Girl Guides. She formed the troops after the plan suggested, but the matter of a name was taken out of her hands. The girls insisted on being called Girl Scouts, and Girl Scouts they became, and are so incorporated in Washington.

Mrs. Low is still the active President of the organization, with Mrs. Woodrow Wilson as Honorary President. The National headquarters are at 527 Fifth Avenue, New York City.

The plan of the organization is simple and elastic and essentially democratic. Wherever eight girls of about the same age



UNDERWOOD & UNDERWOOD

INSPECTION OF MOUNT KISCO GIRL SCOUTS BY MRS. LOW, NATIONAL PRESIDENT

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MRS. JULIETTE LOW, OF SAVANNAH, FOUNDER AND PRESIDENT OF GIRL SCOUTS

INTERNATIONAL FILM SERVICE

GIRL SCOUTS OF WASHINGTON, D. C., DEMONSTRATING CANNING METHODS

may be gathered together the Girl Scout plan fits. It is equally appealing to girls in boarding-schools and in institutions, in fashionable suburban communities and in crowded city districts. Some of its most interesting troops are in institutions for deaf and blind and for tubercular children, where it has given these unfortunates a new point of contact with normal life.

In the application of the principles of scouting to the psychology of the young girl it has been recognized that boys like to be boys, while girls do not like to be girls. They are fundamentally little women, and the surest way to win their interest is to open to them the pursuits of women so modified as to insure to them the rewards of achievement. Every activity of the Girl Scout programme connects directly with adult life. The organization accepts the Girl Scout as a responsible member of society, entitled to its rewards. Hard tasks are not sweetened with elaborate ritual, but are accomplished by application and concentration because the results are worth while. The individual good turn, so potent in the Boy Scout plan, is not emphasized with the girls. A good turn done by the troop to the community is the unit of service rather than as individual to individual. Service in the home is emphasized, because the home is the unit of society, and the good home-maker makes the good citizen.

For nearly five years after its modest beginnings in Savannah the Girl Scout movement grew slowly. It succeeded because girls liked it, and because the leaders in recreational work for girls, to whose attention it came, found in it a useful and successful device for holding and focusing the interests of their charges.

In 1915 National headquarters were opened in New York. The organization now attracted the attention of educators seeking an instrument for that difficult process of carrying over the lessons of the primary agencies of education, the school and the Sunday-school, into the daily life of youth. Dr. James E. Russell, Dean of Teachers College, became an officer of the organization and is active in formulating its educational policies and plans. Fellowships for the training of leaders have been established at Teachers College, Boston University, Johns Hopkins University, and New York University, while courses for leaders are given in colleges in Philadelphia, New York, Boston, and Minneapolis.

The entrance of the United States into the war brought the Girl Scouts their great opportunity to translate their Scout vows of loyalty into patriotic service. The entire organization became a unit for war work. Other young girls might work their honest, earnest little fingers off with grown-up organizations, but Girl Scouts worked as Girl Scouts, and their output was accredited to their own organization. They offered themselves to the Red Cross, and were assigned definite duties by each local chapter. That these duties were usually the tedious and none too pleasant tasks cheerfully shirked by the grown-ups made no difference to the Girl Scouts. They have picked oakum and swept out work-rooms from one end of the United States to the other. In New York the girls have become sufficiently expert in making surgical dressings to open a Red Cross work-room of their own and to form their own Red Cross auxiliary. Thousands of surgical dressings have been made and shipped. In Philadelphia, where there are more than a hundred troops, the girls organized a bazaar to raise money for a wool fund. The entire proceeds, $800, have been expended for wool for Girl Scout knitting. Three hundred and fifty Philadelphia Girl Scout mufflers are already in France.

The Food Administration was quick to recognize the usefulness of the girls. Twenty-seven school Girl Scouts of Washington have been trained as home demonstrators, and have pledged their Saturdays and holidays to the work of demonstrating canning methods and war cookery in clubs, churches, schools, etc. Mr. Hoover himself approved a special Girl Scout pledge card, whereby candy and soda-water were cheerfully and solemnly laid on the sacrificial altar.

Without previous plans and without hope of reward Girl Scouts nevertheless were so active in the last Liberty Loan campaign, actually selling close to half a million dollars' worth of bonds, to say nothing of distributing tons of literature and running countless errands for countless committees, that their efforts won them the offer of official recognition for the next campaign of this kind.

Whenever a girl's size war job has offered itself, the Girl Scouts have taken it on. Their scrap-books and puzzle cards have gone to hundreds of convalescent hospitals in France; their packages have decked soldiers' Christmas trees from Maine to California; their trench candles, thousands upon thousands of them, have lighted dugouts the length of the Allied lines.

The organization of the Girl Scouts, acting under the direction of the Army and Navy Commission on Training Camp Activities, has found an urgent field for usefulness in the towns adjacent to the camps. "The best service you can do," said the Army authorities, "is to keep the girls out of the camps." This is the task the Girl Scout leaders have set themselves. The work is now fully organized in the vicinity of Camp Devens, Massachusetts, and is being started near other camps. It puts into the life of the village girl so vigorous and constructive a programme of definite service and gives her a code of honor so completely within her comprehension that she has neither time nor desire to loiter around the camps. In this, as in every other activity, Girl Scouts serve "America First" in terms of everyday living.

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INTERPRETING THE PEOPLE TO THE PRESIDENT

BY JOSEPH H. ODELL

This is the third of a series of articles in which Dr. Odell is estimating the war aspirations of America. The first, "Passing the Buck in Washington," appeared in The Outlook of February 13, and the second, "Who Is the United States?" in the issue of February 20. Next week will appear the fourth and last article in this series. Its title will be "Dare We Dicker for Peace?"—THE EDITORS.

PRESIDENT WILSON is his own interpreter. So far as I know, he has never requested any one to act as a mediator between his mind and the Nation; and, so far as I know, none has presumed to arrogate to himself that high function. To do so would be superfluous and impertinent. Fortunately, the President has the most perfect vehicle imaginable—he is amply able to translate his thoughts and aims and purposes to the people in terms no one need misunderstand. And, like any great master of utterance, he possesses the art of verbal concealment. Every advantage is his; he may choose his own time, place, and occasion; no one can divert him into the by-paths of petty controversy; when he decides to speak, the entire world pauses to listen. We may assume that at any given time we know all that he wishes us to know, and that it lies before our eyes in the precise form the President wished it to have. If there is anything which pertains to the President's activity or quiescence in the present condition of world affairs that we do not know, it is because he has willed that we should not know it.

Although President Wilson does not need an interpreter, the people of America do. There are limits to this office, for no one man can know intimately the thoughts of one hundred million men and women. But in a democracy, when there is a unanimity of deep conviction public opinion has little difficulty in making itself heard. For some time I have missed no opportunity of learning the mind of the people. In the grocery stores of remote villages, on trains, among club-men, in financial circles, in mills and factories, among the clergy and church members—wherever men and women would talk I have listened. I have read the country newspapers and the press of the great cities, trade papers, religious journals, humorous periodicals, and magazines. I have worked hard in the Liberty Loan, Y. M. C. A., Red Cross, and Community War Work campaigns, and then I have seen patriotism at white heat. And this is my conviction: that never before have the people of America been so fused by the fiery passion of a great purpose as they are to-day.

During the Revolutionary period there were Tories and loyalists in abundance, and among them men of such caliber and standing as seriously to embarrass George Washington. In the Civil War Lincoln had all of the South against him, a fringe of border States of dubious allegiance, and even in the North there were Copperheads a-plenty. Except for the aliens within our borders, President Wilson has had the country with him from the moment he broke off diplomaticrelations with Germany. The loyalty has been intense, unanimous, and uncalculating. In his address to Congress, April 2, 1917, on the necessity of war with Germany, President Wilson said:

> It is a fearful thing to lead this great peaceful people into war, into the most terrible and disastrous of all wars, civilization itself seeming to be in the balance. But the right is more precious than peace, and we shall fight for the things we have always carried nearest our hearts—for democracy, for the right of those who submit to authority to have a voice in their own governments, for the rights and liberties of small nations, for a universal dominion of right by such a concert of free peoples as shall bring peace and safety to all nations and make the world itself at last free. To such a task we can *dedicate* our lives and our fortunes, everything that we are and everything that we have, with the pride of those who know that the day has come when America is privileged to spend her blood and her might for the principles that gave her birth and happiness and the peace which she has treasured. God helping her, she can do no other.

To this appeal the Nation responded with a unanimity that was awesome. The American thrilled to the word *dedicate*. They knew full well what the word meant; Lincoln cut it deep into the very heart of the Nation in his Gettysburg address, using it no less than five times in that brief but immortal speech. If there is one word in the English language which expresses the ultimate spiritual consciousness of America, it is *dedication*.

When the President asked for men, the best we had to give, he received 1,500,000 without a murmur of dissent. When the President asked for money, the people poured out their billions in taxes and bond subscriptions without a moment of reluctance. When the President asked the people to give up some of their long and deeply cherished rights and privileges, they surrendered them without hesitation in order that they might become available power in the executive hands. And if the President needs more men the people will give another 1,500,000, and following them still another 1,500,000. If the President needs more billions of dollars, the people will double or quadruple the former amounts at any time. If the President needs more power in the executive hands, the people will sanction Congress in surrendering still other long and deeply cherished rights and privileges. Why? Because Lincoln graved the word *dedication* on the soul of America. The people are dedicated to making the world safe for democracy, to the overthrow of the barbaric German militaristic autocracy, to the righting of the frightful wrongs that have been perpetrated in Europe and Asia by the fiendish ruthlessness of the imperial Hun and his vassals. From April 2, 1917, the people realized, and realized fully, what President Wilson said on April 15 of the same year: "The supreme test of the Nation has come. We must all speak, act, and serve together."

In his Flag Day address, June 14, 1917, Mr. Wilson again gripped the people by the clearness and splendor of his vision, and expressed adequately what the Nation felt:

> The war was begun by the military masters of Germany, who proved to be also the masters of Austria-Hungary. These men have never regarded nations as peoples, men, women, and children of like blood and frame as themselves, for whom governments existed and in whom governments had their life. They have regarded them merely as serviceable organizations which they could by force or intrigue bend or corrupt to their own purpose. . . .
>
> Austria is at their mercy. It has acted, not upon its own initiative or upon the choice of its own people, but at Berlin's dictation ever since the war began. Its people now desire peace, but cannot have it until leave is granted from Berlin. The so-called Central Powers are, in fact, but a single Power.

Americans believed that the President spoke the truth with exactness, June 14, 1917, and they believe that his words are just as true at the close of February, 1918. In his Flag Day address, from which I have just quoted, the President also said:

> The military masters under whom Germany is bleeding see very clearly to what point Fate has brought them. If they fall back or are forced back an inch, their power both abroad and at home will fall to pieces like a house of cards. It is their power at home they are thinking about now more than their power abroad. It is that power which is trembling under their very feet; and deep fear has entered their hearts. They have but one chance to perpetuate their military power, or even their controlling political influence. If they can secure peace now with the immense advantages still in their hands which they have up to this point apparently gained, they will have justified themselves before the German people; they will have gained by force what they promised to gain by it: an immense expansion of German power, an immense enlargement of industrial and commercial opportunities. Their prestige will be secure, and with their prestige their political power.

No words could have expressed more adequately the beliefs of the American people in June, 1917, no words could more adequately express the beliefs of the American people to-day. They believe that Austria has no initiative of its own, but that it acts solely at the dictation of Berlin. So that if Count Czernin seems to be more moderate and reasonable than Chancellor von Hertling, it is because Berlin wished Austria to play that rôle for the benefit of Germany. Therefore to flirt with Vienna is simply Columbia making eyes at a manikin which bills and coos when Berlin pulls the strings. After Germany's latest violated pact with Russia the American people believe that no one can play that game without being betrayed by the Iscariot

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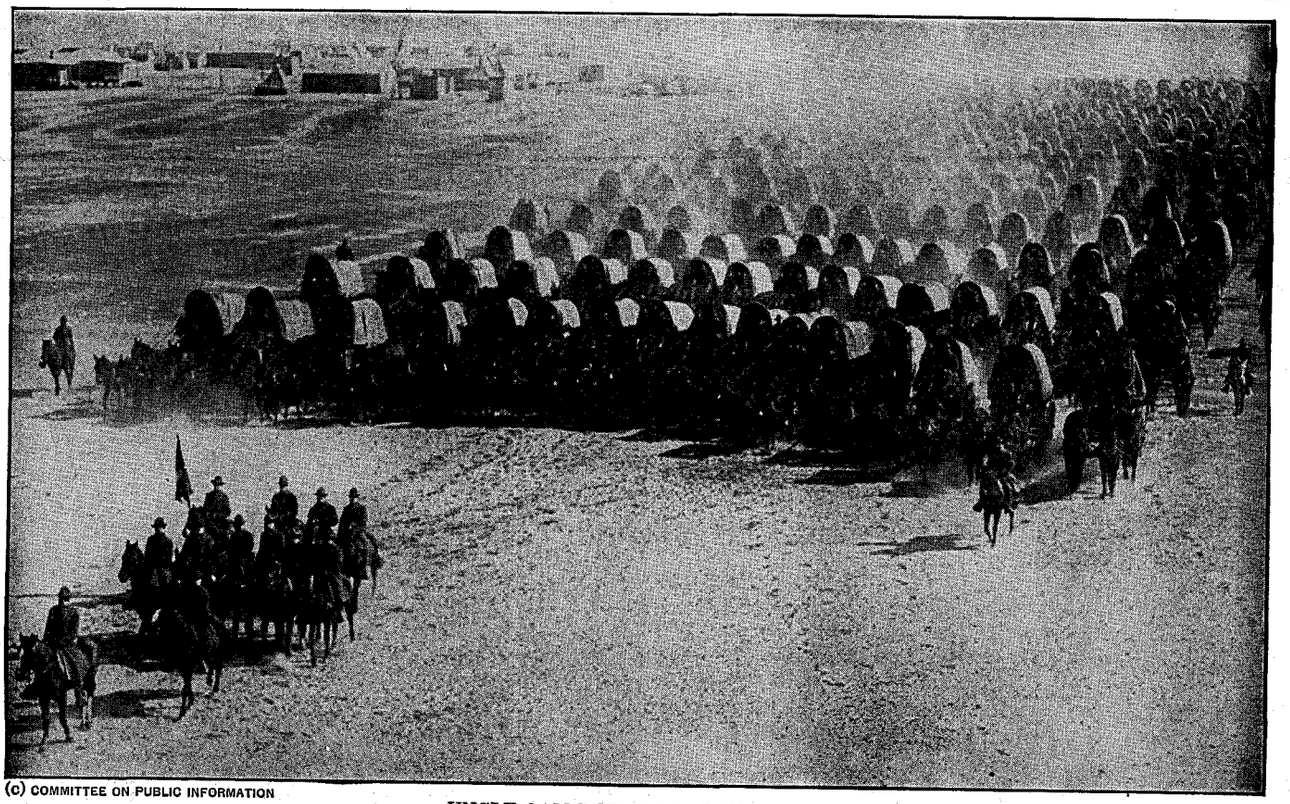

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UNCLE SAM'S WAGON TRANSPORTS

Motor trucks do not as yet furnish all the transports needed by the great new Army of the United States. The old reliable mule and the canvas-covered wagon are still important factors in our army transportation system. The picture shows an impressive array of these assembled in formation at Camp Hancock, near Augusta, Georgia

(c) PAUL THOMPSON

WOMEN WORKERS POLISHING PROPELLERS IN ONE OF OUR GREAT ARMY AIRPLANE MANUFACTORIES

The vast fleet of airplanes with which America is going to help end the war is being made to a considerable extent by women workers. One of the finishing processes is shown in the above picture. The mahogany propellers of the airplanes are receiving their final polishing at the hands of skilled woman employees

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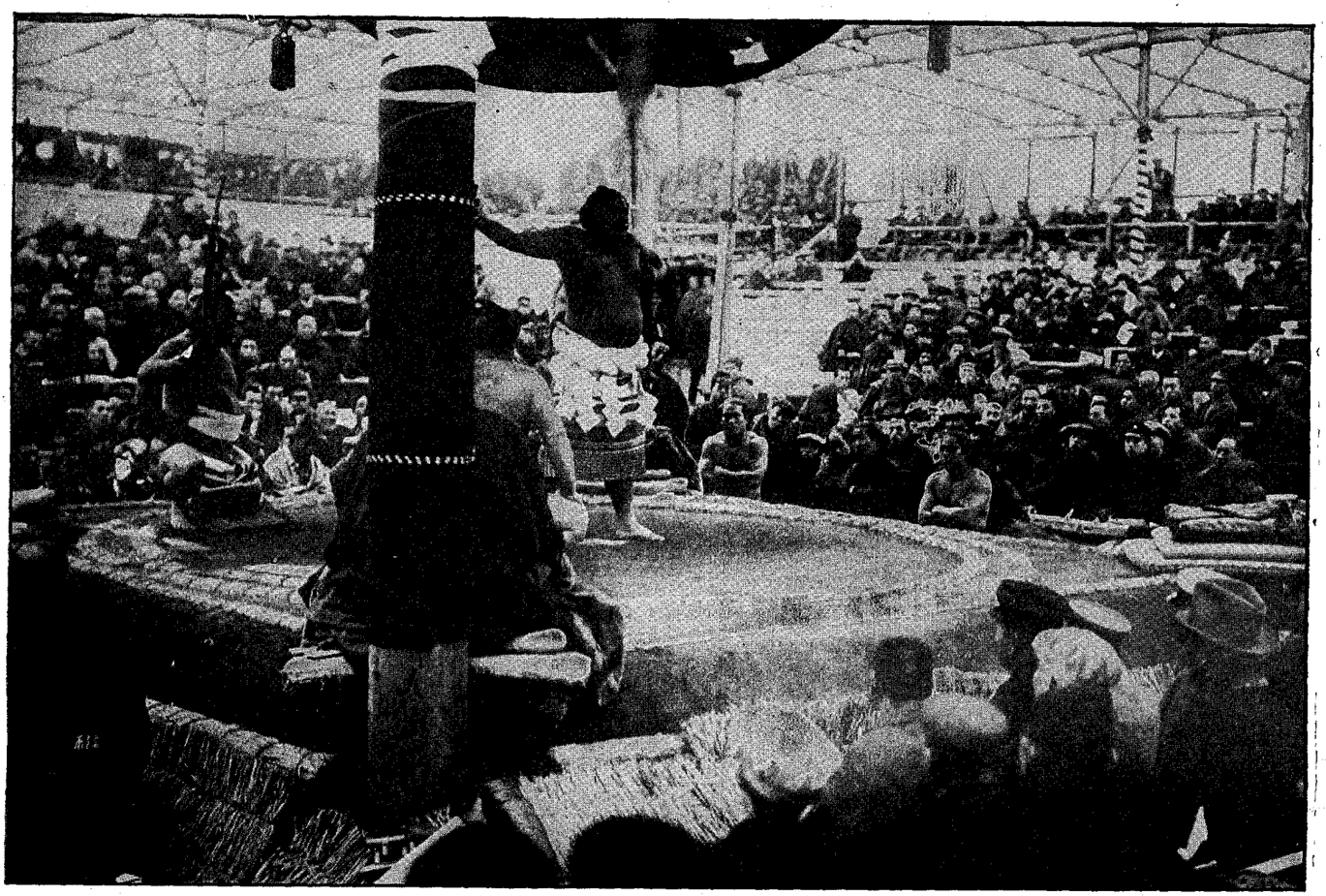

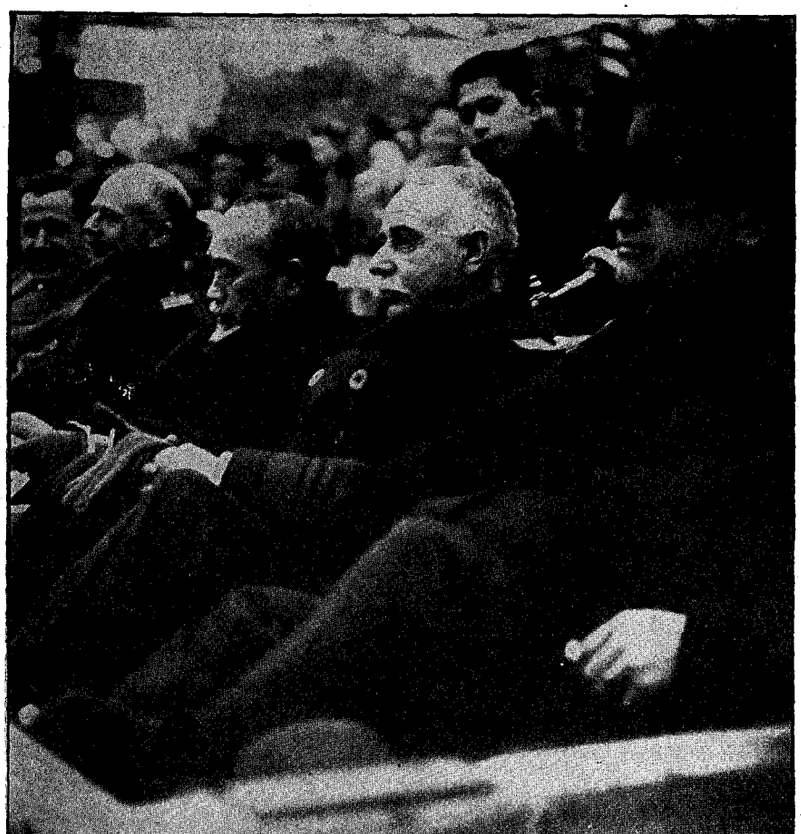

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A JAPANESE "NATIONAL GAME" AND SOME OF ITS DEVOTEES

Wrestling occupies a much higher place among the Japanese as a sport and amusement than with us, and the Prime Minister of Japan goes to see a wrestling-match much as with us President Wilson goes to see a baseball game. The picture above shows a scene at the opening of the wrestling season of 1918 at Tokyo. Yokozuna, one of the great wrestlers of the Empire and the prime metropolitan favorite, is seen performing the ceremony of entering the sanded arena. The photograph at the right (lower) presents an excellent likeness of Count General Terauchi, the Premier of Japan, as he appeared on this occasion; while among the spectators in the picture at the left are seen the American Ambassador to Japan, Roland S. Morris (with hat on), and next him Rear-Admiral Austin M. Knight, Commander of the Asiatic Fleet of the United States

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GAIN NEWS SERVICE

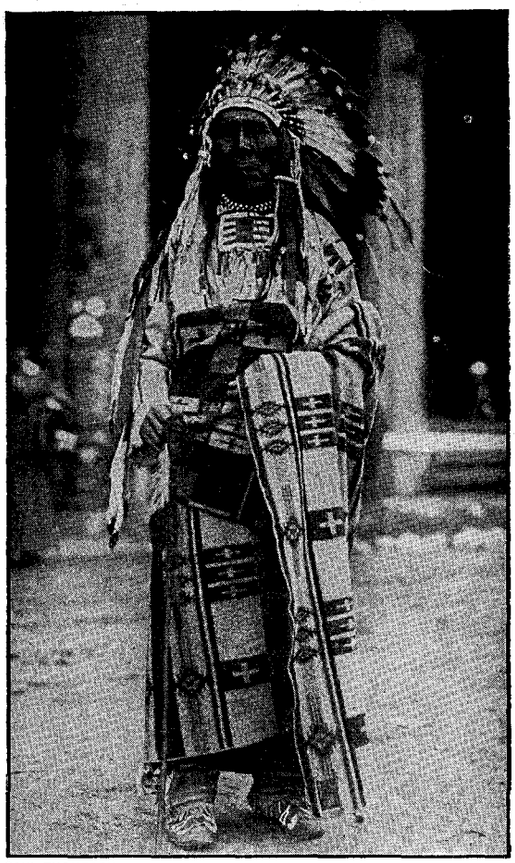
WILL H. HAYS, THE NEW CHAIRMAN OF THE REPUBLICAN NATIONAL COMMITTEE

"The election of Mr. Hays," The Outlook said editorially last week (p. 316), "is an assurance . . . that there will be no 'steam-roller' tactics in the management of the Republican campaign of 1920"

WESTERN NEWSPAPER UNION

SIR CECIL SPRING-RICE, LATE AMBASSADOR OF GREAT BRITAIN TO THE UNITED STATES

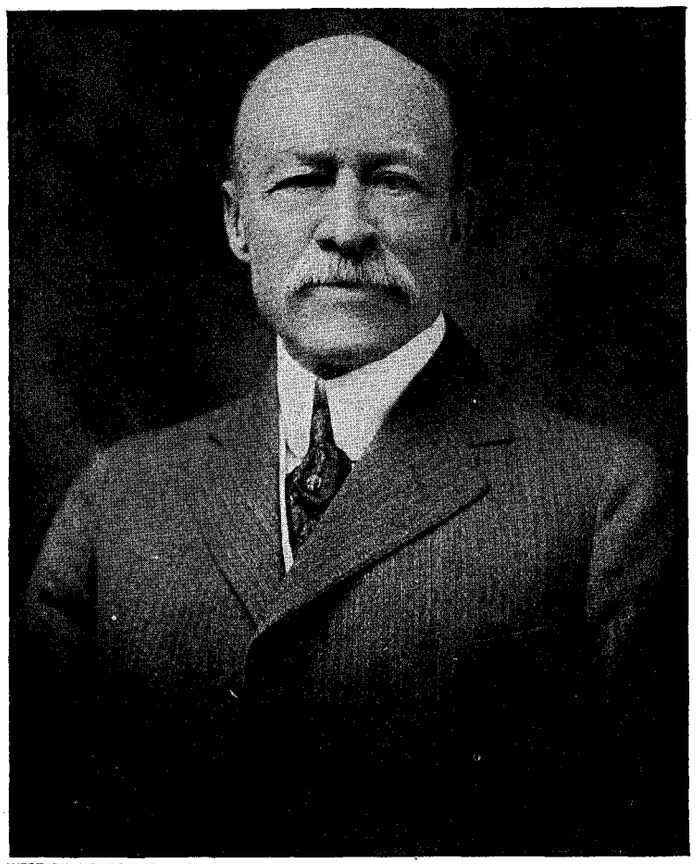
Sir Cecil died at Ottawa, Canada, February 14. For an account of his career see The Outlook for February 27 (p. 316)



PAUL THOMPSON

THREE BEARS, CHIEF OF THE BLACKFEET INDIANS

Three Bears, who died a few days ago, was one of the oldest Indians in the country. He is supposed to have been born about 1820, as he remembered John Quincy Adams as the Great White Father. He thus lived through a century in which the white man completed his winning of the country from the race of which this chief was a typical representative



WESTERN NEWSPAPER UNION

GENERAL FREDERICK W. SIBLEY, INDIAN FIGHTER

General Sibley took part in expeditions against the Indians in campaigns as far apart as that against the Sioux in 1876 and that against the Utes in 1907. He won a first lieutenancy for bravery in his first campaign. He was born in Texas in 1852 and died in Rockford, Illinois, February 18. At one time he was Commandant at the West Point Military Academy

TWO NOTABLE FIGURES IN AN ERA OF OUR HISTORY—THAT OF THE "WINNING OF THE WEST"—WHICH IS NOW CLOSED

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of the nations. Likewise, also, they are profoundly convinced that any peace made with Germany on terms less than the defeat and overthrow of Germany's militaristic masters would be a German victory, to be followed by the age-long evils that such a victory must bring. A negotiated peace, with the Teutonic autocrats undefeated, means the vindication of violated treaties, ruthless brute force justified, vile assassination condoned, and the end of international righteousness and honor. Nothing has changed the moral elements of the situation since June, 1917, and the words the President uttered then are the unalterable convictions of the people now. Peace with Germany in the near future, while the Kaiser, the Crown Prince, Hindenburg, and Tirpitz are still supreme, spells a German victory, and, as Rudyard Kipling said recently, this implies that "the Hun ideal, the Hun root-conceptions of life, will take the place of the democratic ideal throughout the world." That is, in the future even America will have to adopt the Hun ideal and the Hun standards and the Hun attitude to protect ourselves from the Hun, whose continued existence we sanctioned by treaty. This alternative to winning the war now by force of arms the American people fully realize. And they turn, and must continue to turn, their face resolutely away from it.

In his address to Congress, December 4, 1917, calling for a declaration of war on Austria-Hungary, President Wilson said:

> We are the spokesmen of the American people, and they have a right to know whether their purpose is ours. They desire peace by the overcoming of evil, by the defeat once for all of the sinister forces that interrupt peace and render it impossible, and they wish to know how closely our thought runs with theirs and what action we propose. *They are impatient with those who desire peace by any sort of compromise—deeply and indignantly impatient—but they will be equally impatient with us if we do not make it plain to them what our objects are and what we are planning for in seeking to make conquest of peace by arms.*

No one could have expressed the mind and soul of the people with more finality than President Wilson did in the words italicized above. Those words express the mind and soul of the people with finality to-day. Mr. Wilson continued:

> I believe I speak for them when I say two things: First, that this intolerable Thing of which the masters of Germany have shown us the ugly face, this menace of combined intrigue and force, which we now see so clearly as *the German power, a Thing without conscience or honor or capacity for covenanted peace, must be crushed*, and, if it be not brought utterly to an end, at least shut out from the friendly intercourse of the nations; and, second, that when this Thing and its power are indeed defeated and the time comes that we can discuss peace—when the German people have spokesmen whose word we can believe, and when those spokesmen are ready in the name of their people to accept the common judgment of the nations as to what shall henceforth be the bases of law and of covenant for the life of the world—we shall be willing and glad to pay the full price for peace and pay it ungrudgingly. We know what that price will be. *It will be full, impartial justice—justice done at every point and to every nation that the final settlement must affect, our enemies as well as our friends.*

With a great shout of joy the American people accepted the President's pronouncement. They accepted it as final; they would have been happy indeed if he had never said anything since except to repeat and reiterate those brave and noble words. They believed then that the masters of Germany represented "*a Thing without conscience or honor or capacity for covenanted peace.*" They believe it now, and even more firmly. They believe that the sword must be smitten from the hand of the Kaiser before America or her allies can talk of "full, impartial justice" to Belgium, to Serbia, to Rumania, to Alsace-Lorraine, to Armenia, or to the servile souls and the warped minds of the German people. There cannot be another Congress of Vienna—that would be to crown a crime with a fool's cap and bid Liberty laugh while she dies. Or, to put it in Mr. Wilson's words, uttered in the same speech, concerning the Central Powers:

> *Our safety would be at an end, our honor forever sullied and brought into contempt, were we to permit their triumph. They are striking at the very existence of democracy and liberty.*

This the people of America firmly believe to-day.

From April 2, 1917, to the closing word of his lofty utterance of December 4, 1917, Mr. Wilson articulated the ideals, the conclusions, and the convictions of the American people. It was as if the mind and soul of a hundred million people found expression in a single voice.

With the President's address to Congress on January 8, 1918, there came about something extremely difficult to describe. It was not a divergence of views, and certainly not an opposition of aims; it seemed rather as if the people were still moving along on the same lofty and austere plane of *dedication* while the President had paused and even descended to a lower and more mundane level, as if he had left the highway of inflexible resolution to open a stall in the market-place. Perhaps the description is inexact. But I am interpreting the people to the President, and not the President to the people. In the speech of January 8 Mr. Wilson was defining the objects for which we are fighting, and it is generally known as "The Speech of the Fourteen Terms." Whatever its merits, the address failed to arouse the enthusiasm of the Nation; people read it once, twice, thrice, as if searching for something they expected to see but could not find. The clarion note of a passionate devotion to righteousness seems to be lacking. There is nothing in it of indignant rebuke for the continued and unabated criminality of the German autocrats, nothing calling the combined powers of liberty to hasten the overthrow of despotism. Once, twice, thrice, the people read the address to see whether we were still dedicated to the task of crushing the "*Thing without conscience or honor or capacity for covenanted peace.*" Then they came to the tabulations of the Fourteen Terms. They had no quarrel with those terms, but they did not like the arrangement, the market-place manner, of the display. In particular No. VIII caused them anxiety:

> All French territory should be freed and the invaded territory restored and the wrong done to France by Prussia in 1871 in the matter of Alsace-Lorraine, which has unsettled the peace of the world for nearly fifty years, should be righted in order that peace may once more be made secure in the interest of all.

Alsace-Lorraine! "The wrong done to France by Prussia in 1871 . . . should be righted." How? Why not say, frankly and finally? To the American people, simple, straightforward, and blunt in their honesty, there is only one way in which that horrible wrong can be righted—to give Alsace-Lorraine back to France. Any other solution, whether it be called "autonomy" or "self-determination," would seem like treason to the soul of France by the mass of American citizens. To fail France in that, her one all-consuming desire, after sending our troops to the shrine of Lafayette, would be an unpardonable failure of spiritual partnership. "The wrong done to France by Prussia in 1871 . . . should be righted." And a wrong is not righted until it is made right. If an armed kidnapper steals two of my children, justice is done neither to me nor to the children by taking the children away from the thug and putting them in an orphanage.

But when the American people read the President's address to Congress of February 11, 1918, they candidly admitted everywhere that they were confused. As a body, they do not believe themselves to be any more far-sighted than Premier Lloyd George and Lord Curzon, and, like the two British leaders, they could see no real difference between the attitude of Count Czernin and Chancellor von Hertling. Indeed, the American people as a whole are ingenuous and unsophisticated, and they could see no evidence on February 11, 1918, that Austria had ceased to be what she was on June 14, 1917—in Mr. Wilson's words of that date:

> Austria is at their mercy [the military masters of Germany]. It has acted, not upon its own initiative or upon choice of its own people, but at Berlin's dictation, ever since the war began.

That is, Americans still believe that Austria is the volitionless vassal of Germany, and that if Austria seems to be more compliant to-day it is because Germany has some shrewd gain to make by the apparent compliance.

Even granted that there is a possibility of driving a wedge between Germany and Austria, Americans are not enamored of the game. They are undisguisedly afraid that in the attempt another wedge may be driven between America and the Allies—something for which Germany has plotted and worked these many months. On the whole, the American people are living

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and praying and sacrificing for one thing, and one only—to crush the accursed and blood-reeking Thing that is "without conscience or honor or capacity for covenanted peace," the soulless Thing that taught the Caliban Turk how thoroughly to wallow in lust and gore.

So Americans were left practically untouched by the President's speech of February 11. They read his four principles with lusterless eyes and emotionless hearts. "A general peace erected upon such foundation can be discussed."

"Maybe," they said, "but it's too deep for us now. We could understand licking the Hun into decency, and we can do it, by Jingo! but we don't know the rules of this new game." Then they read the four principles again:

> First, that each part of the final settlement must be based upon the essential justice of that particular case, and upon such adjustments as are most likely to bring a peace that will be permanent;
>
> Second, that people and provinces are not to be bartered about from sovereignty to sovereignty as if they were mere chattels and pawns in a game, even the great game, now forever discredited, of the balance of power; but that
>
> Third, every territorial settlement involved in this war must be made in the interest and for the benefit of the populations concerned, and not as part of any mere adjustment or compromise of claims among rival states; and
>
> Fourth, that all well-defined national aspirations shall be accorded the utmost satisfaction that can be accorded them without introducing new or perpetuating old elements of discord and antagonism that would be likely in time to break the peace of Europe, and consequently of the world.

On February 12, the morning after the speech was delivered, I was in the smoking compartment of a Pullman, reading and pondering some interpretations of the President's attitude by Lincoln Colcord, the unusually well informed Washington correspondent of the Philadelphia "Public Ledger." "What does this mean," asked Mr. Colcord, "if it does not mean that specific war aims cannot be absolutely defined until the actual negotiations are undertaken? What does it mean if it does not mean that the Alsace-Lorraine and similar territorial questions are subject for negotiation rather than for military decision?"

I was trying to answer Mr. Colcord's questions when three or four men broke into conversation about the President's address. With unerring instinct, they fixed upon the four principles and tried to interpret them to one another. "Too much for me," one of them said, "too post-graduate." Another closed the discussion by saying, emphatically, "Oh, h——, let's can the Kaiser, and then there won't be anything left to argue about."

And I believe that to be the mind of America to-day. For that purpose Americans will give their sons by millions and their dollars by billions. That is all they ask of their President and Commander-in-Chief—to end the war, not by diplomacy, or by negotiation, or by political penetration, but by smashing "*the ugly face*" of the "*Thing*" once for all. While he is doing it the soul and the wealth of the whole American people will be his to command.

Americans do not want a negotiated peace. They believe that no such peace can be made as will save our National honor; that no such peace can be made as will be just to our allies; that no such peace can be made that will not leave Germany the victor. Americans do not believe that their President should take the initiative looking toward such a peace. Americans everywhere are terribly afraid that any such peace will put this country in the light of having deserted our allies on the eve of victory after their years of glorious sacrifice for us. Americans are not afraid of the embattled strength of the German monstrosity, but they are afraid of seeming to quit before they have grappled with it.

THE Y. M. C. A. IN JAPAN

STAFF CORRESPONDENCE FROM GREGORY MASON

LIKE many other Western institutions, the Young Men's Christian Association has caught hold in Japan. From its humble beginning in the Oriental Empire in 1887 the Y. M. C. A. has come to include Associations in eighty-five Japanese cities and towns, with a combined membership of ten thousand five hundred.

But figures do not adequately indicate the good that the Y. M. C. A. is doing in Japan or the true reach of its influence there. One of the most significant phenomena in the social life of Japan is the growing importance of her young men. Japan has always been a nation governed by old men, but youth is now beginning to come into its own. The influences which surround the young men of Japan are not nearly as healthy as they might be. The cities are filled with licensed vice, and it is in the cities where live the most important class of Japanese young men, the students. Tokyo alone has a student population of thirty thousand college students and seventy thousand high-school boys.

Neither Buddhism nor Shintoism, the two prevalent religions of Japan, has proved capable of providing any adequate safeguards for Japanese youth. But the Y. M. C. A. is filling the breach. It is promoting a healthy interest in athletics. Physical instruction courses are attracting thousands of Japanese young men who might otherwise be spending their recreation hours over *sake* cups in the company of geishas. The Y. M. C. A. at Seoul, Korea, for instance, has 1,400 members weekly in its gymnasium classes. The Tokyo Association recently organized the first "Oriental Olympic Games," which were a great success.

The Japanese are a practical people, and the Y. M. C. A. appeals to them because it is practical. The work it is doing in education and in industry, for example, is noteworthy. The Osaka Y. M. C. A. now has nearly three thousand men in its educational classes, while eight of the city Associations combined have an enrollment of nearly seven thousand in their courses for students. Before it had been in existence more than ten months the Popular Education Bureau of the Y. M. C. A. had had an attendance of 87,000 at its lectures and at its instructive moving-picture shows given in public schools and factories. The Tokyo Y. M. C. A. alone last year placed 815 jobless men and boys in good positions, and the Yokohama Y. M. C. A. is conducting a most valuable free information service for immigrants going through that port, most of them on their way to America from Russia.

This sort of service is appreciated by the intelligent Japanese. Dr. Inazo Nitobe, a member of the Faculty of the Tokyo Imperial University, and the well-known author of "Bushido," says:

"I have a strong conviction that the Young Men's Christian Association is the most efficient instrument of doing His will in the East. I have seen its work, and my conviction is confirmed as my observation extends."

Baron Shibusawa, a sort of Japanese Carnegie, says: "As a business man, I believe it is better policy to make buildings fireproof from the start than to put up frame structures and pay high insurance, and even then lose the whole structure. It is on that principle that I believe in the Young Men's Christian Association. It is a powerful preventive agency. It keeps young men from going wrong instead of waiting until they are corrupted and then trying to reform them. It provides moral fireproofing, and in Japan that is the greatest need of our young men."

One more testimonial should be reported, it is so significant. For many years the Tokyo post-office heads had relied on Buddhist priests to give moral instruction to the twenty-seven hundred postal clerks. Coming to the conclusion that the Buddhists were not "making good," they offered the Y. M. C. A. a chance. The Y. M. C. A. has now held this honor for two years and apparently has it permanently, for every one is delighted with what the Association is doing.

In the directing personnel of the Y. M. C. A. in Japan there are some foreigners, but their number, in proportion to the number of the Japanese leaders, is steadily decreasing. And the strength and quality of the Japanese leadership is remarkable and is constantly increasing.

Tokyo, Japan.

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THE IDEALS OF A NEWSPAPER

A dedication of the declared functions of a newspaper and its high purposes is chiseled in stone upon the lofty walls of the new building of *The Detroit News*. Quoting the President of the *News*, "These inscriptions are not hidden in the foundation to be forgotten, but placed where they are ever before the eye of all, a reminder of service rendered and those ideals we are all pledged to attain."

Mirror of the public mind; interpreter of the public intent; troubler of the public conscience.

Reflector of every human interest; friend of every righteous cause; encourager of every generous act.

Bearer of intelligence; dispeller of ignorance and prejudice; a light shining into all dark places.

Promoter of civic welfare and civic pride; bond of civic unity; protector of civic rights.

Scourge of evil doers; exposer of secret iniquities; unrelenting foe of privilege and corruption.

Voice of the lowly and oppressed; advocate of the friendless; righter of public and private wrongs.

Chronicler of acts; sifter of rumors and opinions; minister of the truth that makes men free.

Reporter of the new; remembrancer of the old and tried; herald of what is to come.

Defender of civic liberty; strengthener of loyalty; pillar and stay of democratic government.

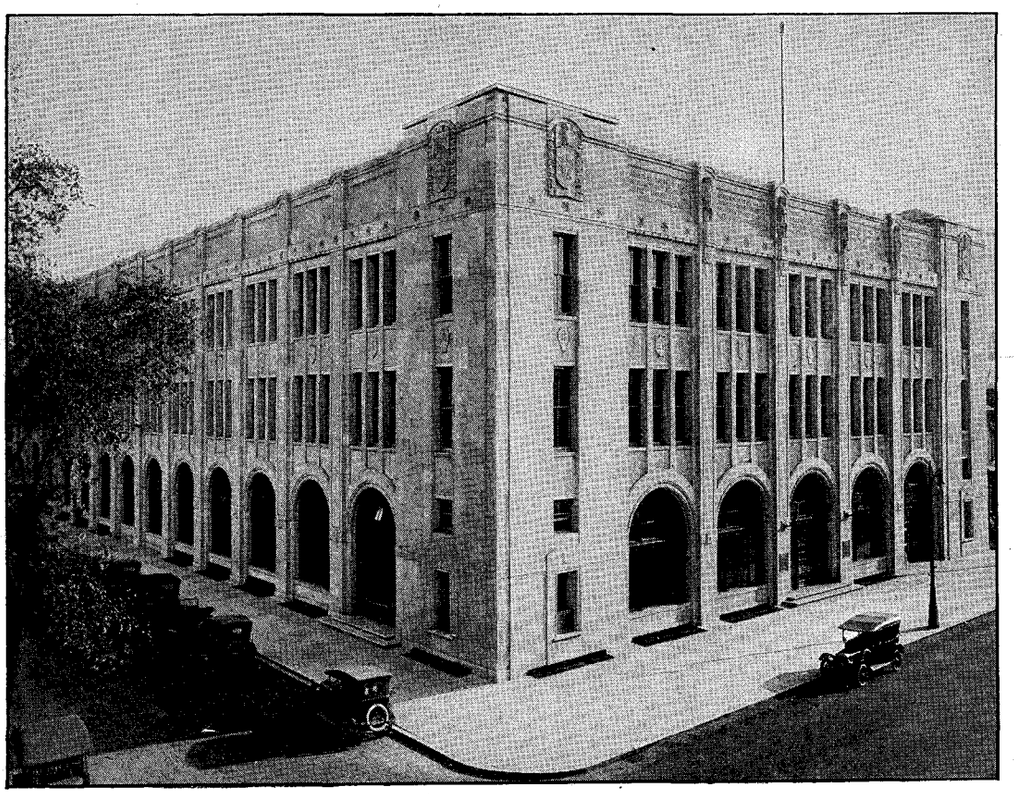
Upbuilder of home; nourisher of the community spirit; art, letters and science of the common people.

SOLVING THE HOUSING PROBLEM OF A GREAT NEWSPAPER

PRACTICALITY NO BAR TO BEAUTY IN CONSTRUCTING WORLD'S MOST PERFECT NEWSPAPER PUBLISHING PLANT; ITS HIGH AIM EXPRESSED IN THE DIGNITY AND MAJESTY OF STONE AND STEEL

A NEWSPAPER is a semi-public institution, holding a tacit franchise from the people. Its obligation is to serve the public with a truthful account of things transpiring and, from time to time, to interpret these happenings in the light of experience and observation. It is because this obligation is so intimately associated with the welfare of the individual and of the state that a newspaper building, although essentially a manufactory, should take on a dignity of style, a chastity of spirit, and a solidity that express the very soul of the municipality of which it is an element.

Because foreign fields seem fairest, since viewed from afar, there is a tendency to expect the expression of this ideal to be found not in the United States but, say, in the home of *La Prensa* in Buenos Aires, *Le Temps* in Paris, or the *London Times*. Yet of all the publications of the world, that which is now most imposingly and appropriately housed is not even in our own American metropolis, New York, but in "dynamic Detroit," *The Detroit News*.



NEW PLANT OF THE DETROIT NEWS

The most perfectly equipped and one of the largest and most attractive newspaper buildings in the world.

Considering the history of the publication, this is not strange. It has been acutely conscious of the social, economic and political tendencies of its time, and eager always to give voice to the newer aspirations. Its very foundation in 1873 was a loud protest against the bigotry, the half-conscious corruption and the reactionary trend of those "blanket sheets" which marked the end of the period of personal as contrasted with institutional journalism. And the amazing thing was that the publisher of *The Detroit News* achieved instantaneous success financially through the simple expedient of making his paper small, nonpartisan and interesting.

When James Edmund Scripps founded *The Detroit News*, on a capital of $5,000, he was content to dream of a four-page newspaper, with a circulation of 10,000. But repeatedly he was forced to extend the limits of size and circulation, and to-day *The News*

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has the largest daily circulation in America outside of New York, Chicago, Philadelphia, Boston, and Kansas City—over 220,000. The confidence that was inspired from its inception in 1873 has persisted throughout the community, which alone can account for the fact that the copies of the paper sold each day in Detroit exceed the number of English-speaking homes.

When it seemed that the paper never would go beyond four pages, the founder "farmed out" the advertising as a concession; yet in 1916 *The Detroit News* was first among all the newspapers of America in the volume of advertising carried, and in 1917 it reached the extraordinary total of 19,658,770 lines of paid advertising in the daily and Sunday issues. Its dominance is measured by the patronage of local advertisers, over half of whose appropriations for advertising in Detroit week-day newspapers went to *The News*, the balance being divided among three other publications.

These, however, are the material signs of progress. They have the flavor of the counting-room rather more than of the editorial department, which always has been and always must be the chief concern of the public and the publisher.

No newspaper in the country is more adequately served by news-gathering agencies. There are only three operating broadly and successfully in the United States whose field is both American and foreign: The Associated Press, the United Press and the International News Service. Many newspapers operate with a limited service from one; most with the full service of one only; a few with the advantages of two at their command. *The Detroit News* receives *all* of the news that *all* of these great associations can gather; and in addition it has, with the *Chicago Daily News*, a relationship which provides it with the most complete foreign news report ever developed by a newspaper. In other words, the world is the "beat" of *The Detroit News*, and it is as painstakingly "covered" as is any restricted section of the municipality which sustains the paper.

The reading public of Detroit and Michigan has not been slow to appreciate the unusual endeavors of *The Detroit News*. The readers have discovered that the zeal which has resulted in the maintenance of one of the largest local staffs in the country results also in a comprehensive attention to all the productive news areas of the world. They have learned, too, that most respect is due to that editorial page which speaks to readers who have been furnished with *all* the facts and *only* the facts upon which opinions are based. Insistence upon this policy has characterized the paper from its beginning.

The Detroit News has dared in its new home to chisel large in stone on its parapet the declared functions of the paper and the high ideals to which it is dedicated, well knowing that their complete realization was a task of the future, but determined that they should be held constantly high before the eyes of the staff and the world instead of being hidden in a corner-stone to be forgotten.

The birthplace of *The News* was a two-story frame house with a one-story brick addition for the presses. Later it was sheltered by a two-story building 60 × 30 feet, which was considered quite ideal. To-day it is issued from a stone structure that fills half a large city block, and presents, with its rich simplicity and massiveness, the character of a public institution whose purpose and intent are so plain that no name need be displayed for identification.

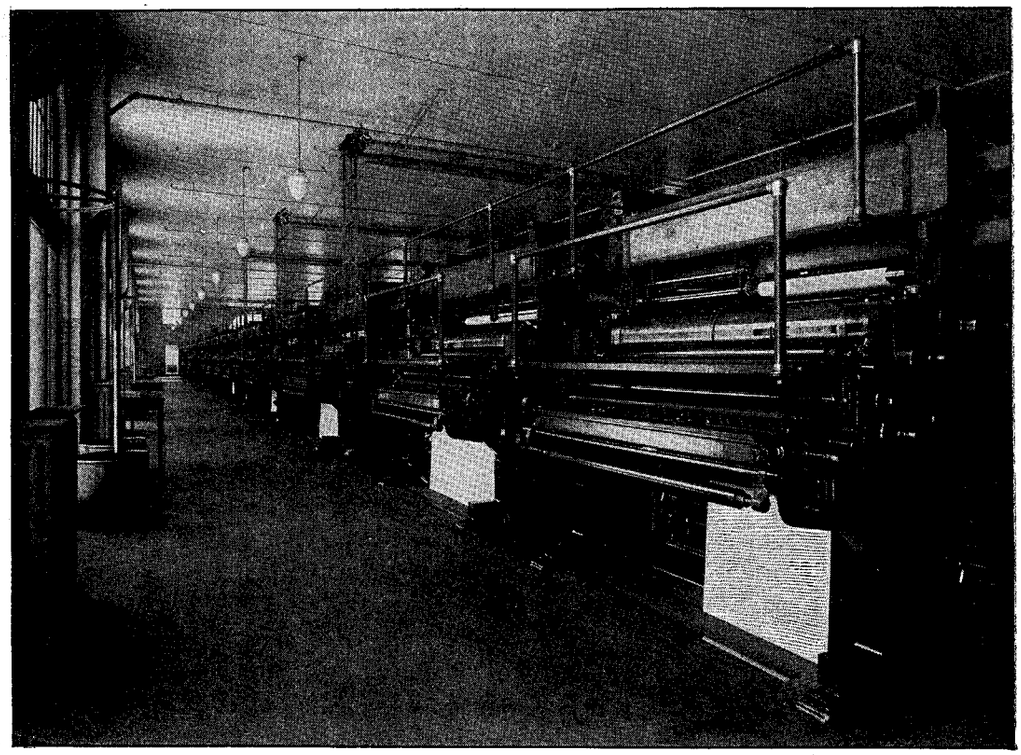
Its five floors, 280 × 150 feet except the mezzanine, yield for exclusive newspaper purposes 149,400 square feet, and a cubical content of 2,673,000 feet. In spaciousness as in efficiency it knows no equal; yet that same prophet-defying progress, which made necessary the casting away of three sets of plans, has already resulted in the utilization of every last inch of space and may at any moment make additions inevitable.

The spirit which permitted the opening of new fields of civic architecture also made not only possible but natural the installation of hitherto undeveloped facilities and devices for the effective handling of the great and growing circulation of *The News*.

It was not entirely a coincidence that placed hand-wrought steel grilles and vestibules of mediæval virtue in craftsmanship in the lobby, and the most modern and ingenious of mechanical devices in the adjacent press room. It was merely an expression of the rule that persisted: "First, utility; second, beauty and propriety; third, cost."

As the human side may never be neglected by the editorial department, so it was constantly in the mind of the builders; and throughout the building not only have labor saving devices everywhere been installed, but the closest attention paid to the contentedness and physical well-being of the staff. To detail the equipment, from the president's suite to the rest room, from the press room to the hospital and the café, from the 8,000-volume library to the art department with its native murals, would be to list all those conveniences, requisites and things of beauty which might find a place in the finest newspaper plant yet constructed.

And now the publishers are peering anxiously into the future, wondering what next great step is necessary in order that *The Detroit News* may to-morrow, as yesterday and to-day, be beckoning to an oncoming generation of builders of democracy.



VIEW OF DETROIT NEWS PRESS ROOM

The multi-unit system is used, permitting a combination of all or any parts of 24 press units. The total production capacity is 216,000 copies per hour of a 32-page paper. This vast printing machine constituted the largest single order for printing presses ever placed, the manufacturers state

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WEEKLY OUTLINE STUDY OF CURRENT HISTORY

BY J. MADISON GATHANY, A.M.
HOPE STREET HIGH SCHOOL, PROVIDENCE, R. I.

Based on The Outlook of February 27, 1918

Each week an Outline Study of Current History based on the preceding number of The Outlook will be printed for the benefit of current events classes, debating clubs, teachers of history and of English, and the like, and for use in the home and by such individual readers as may desire suggestions in the serious study of current history.—THE EDITORS.

[Those who are using the weekly outline should not attempt to cover the whole of an outline in any one lesson or study. Assign for one lesson selected questions, one or two propositions for discussion, and only such words as are found in the material assigned. Or distribute selected questions among different members of the class or group and have them report their findings to all when assembled. Then have all discuss the questions together.]

I—INTERNATIONAL AFFAIRS

A. Topic: Russia Accepts Germany's Conditions; Peace After Victory; Kaiser, Premier, and President.

Reference: Pages 311, 312; editorial, pages 317, 318.

Questions:

1. Has The Outlook made it clear that Russia has accepted "hard peace conditions"? Why? 2. What has The Outlook said about the Ukraine and Finland? 3. Tell how Finland passed into the Empire of Russia. What has been Finland's attitude toward Russia since 1809? For what reasons? 4. Give an account of the national movement and the social struggle in Finland. 5. Give a short history of Finland's relation to this war. 6. State the reasons that lead The Outlook to its conclusion (page 312): "It is on the western front that the war will ultimately be won—and won for the cause of liberty and democracy." Is The Outlook, in your opinion, overconfident? Tell why. 7. State very carefully the reasons why The Outlook believes that President Wilson is not thinking of compromising with the Central Powers (pages 317, 318). 8. What, according to The Outlook, is the game of the Pan-Germanists? Why does it believe this game a dangerous one? 9. What are "the possibilities in that game" as seen by The Outlook in its interpretation of President Wilson's speech of January 11, 1918? 10. Do you believe the President's experiment with Count Czernin worth trying? Reasons. 11. Discuss "No common ground exists between Germany and her enemies." 12. Do you think Germany's treatment of Russia and other nations would justify arming the entire man power of China, Russia, Japan, the United States, and all other civilized nations for a crushing military defeat of Germany? Discuss. 13. Two books well worth owning and careful reading are "Behind the German Veil," by J. M. de Beaufort, and "Finland and the Finns," by Arthur Reade (Dodd, Mead).

B. Topic: Joffre an Immortal; Sir Cecil Spring-Rice; Recollections of John Morley.

Reference: Pages 313; 316, 317; 327, 328.

Questions:

1. For what reasons has Marshal Joffre been elected to the French Academy? 2. How many reasons can you give showing that it is worth while for any country to make much of its leading men? 3. Does America bestow as much honor upon its distinguished men as do England and France? Tell why. 4. What facts in the life of Sir Cecil Spring-Rice has The Outlook mentioned? What characteristics of his has The Outlook called attention to? 5. Could every individual possess these characteristics if he really wanted to? Discuss, showing why or why not. 6. What information about John Morley has Dr. Abbott given in his "Knoll Paper"? 7. From what Dr. Abbott has written, what is your opinion of Morley? How valuable to society do you think Morley was? 8. Dr. Abbott refers to "the political movements of the day in which he [Morley] had a part." What were those political movements? Who and what were responsible for them? In what did they result? 9. How many and what biographies have you read? How much worth while is such reading? 10. Some of the most interesting and valuable recent biographies are: "Joseph H. Choate," by T. G. Strong (Dodd, Mead); "Abraham Lincoln," by Lord Charnwood (Holt); "Herbert Spencer," by H. Elliot (Holt); "Porfirio Diaz," by D. Hannay (Holt); "An Autobiography," by T. Roosevelt (Macmillan); "The Making of an American," by J. Riis (Macmillan); "My Childhood," by Maxim Gorky (Century).

II—LOCAL AFFAIRS

Topic: New York's East Side as a Political Barometer.

Reference: Pages 325–327.

Questions:

1. What are the three stages of the political development of the East Side? 2. Much of this article is devoted to the political methods of Tammany Hall. Why has Tammany Hall been such a persistent and politically successful organization in New York politics? 3. What valuable lessons might anti-Tammany forces learn from Tammany? Why haven't they? 4. Tammany has been in existence since 1789. Who have been some of its "chiefs"? What is Tammany's present status? 5. From Mr. Moskowitz's article it is evident that immigrants "ignorant of our language, institutions, and laws" are mere tools in the hands of corrupt politicians. Discuss ways by which such can become an element of constant intellectual and political help to our democratic system. 6. The best book on Tammany Hall is Myers's "The History of Tammany Hall" (Boni & Liveright). By all means read Grace Abbott's "The Immigrant and the Community" (Century).

III—PROPOSITIONS FOR DISCUSSION

(These propositions are suggested directly or indirectly by the subject-matter of The Outlook, but not discussed in it.)

1. It is harder to preserve liberty than to secure it. 2. Germany's thought is alien to that of the United States.

IV—VOCABULARY BUILDING

(All of the following words and expressions are found in The Outlook for February 27, 1918. Both before and after looking them up in the dictionary or elsewhere, give their meaning *in your own words*. The figures in parentheses refer to pages on which the words may be found.)

Trotsky, military reaction, civil war (311), accession, gossip (312), hierarchy, component, affinities, revolution (318); edifice, crescent, (313), educator (316), politics, intuition, hypothesis (327); highbrow, taboo, constituents (325), industrial polity, henchmen, *carte blanche*, *bonhomie*, lingo (326).

A booklet suggesting methods of using the Weekly Outline of Current History will be sent on application

ENTERTAINING THE CAMPS

BY AN AMERICAN WOMAN

A previous article by the same writer and under the same title will be found in The Outlook for February 20 last.—THE EDITORS.

It is natural that we should be eager to do whatever we can for the boys in khaki; but sometimes, when the patriotic zeal is not accompanied by a sympathetic imagination, the beneficiary may pray to be delivered from his friends. A homesick lad is likely to want either an atmosphere like that of his own home or else the exotic flavor the expectation of which has helped him to undertake the great adventure so cheerily. In one family among my neighbors the son of the house was scandalized when one of their guests at Sunday dinner made the perfectly simple and natural request that he be permitted after the meal to repair to the kitchen where the pretty waitress was. Permission was denied, but young Romeo was not discouraged, and this letter came "To the girl that waits for Mrs. So-and-so. You are the best ever. Are you keeping company with anybody?" He added his name and a few personal details, and this delicious bit of identification: "If you don't know which soldier wrote this, it is the one that touched your hand under the dish when you passed the potatoes."

It is not always the limitations of the hosts that makes the soldier's visit a qualified joy to the guest. Sometimes he has limitations of his own. In another family of our town there was all that could be asked to give a young man a good time—a kindly father and mother, a lively lad of a son, a pretty and clever young daughter, and yet the guest seemed ill at ease and unresponsive. After an exhausting session at the table, when their choicest sallies were as stones dropped into the mud, father, mother, and brother beat a strategic retreat, leaving the young lady to entertain the defender of her country. As her ideas and her breath simultaneously expired, there was a pause, and he summoned his courage to this frank and honorable confession: "'Tain't no use—I tell ye, 'tain't no use. I left a gal of my own at hum."

A nineteen-year-old cousin with no such anchor to windward volunteered for naval service, and wrote back from a French mine-sweeper to his adoring and abundant relatives that he was amply supplied with all imaginable articles of personal wear except hat-bands—of hat-bands, whatever the ship or service, he was in urgent need. His mother wondered what he would do with them, but his father replied, with a twinkle of the eye, "He'll give them to the girls of course, just as he would here." The boy corroborated this, with the naïve comment, "There are some awfully good-looking Janes here, but they can't talk much."

I told this story to a lad at our Soldiers' Club. He colored ingenuously and said: "That's right. I got several of those things, so as to have them ready when I got to France; but I've given them all to the peaches here." (I may add that I know the peaches to whom the souvenirs went; they are members of the Girls' Friendly Society, and good acquaintances for any boy.) He was very shy, but anxious to talk. One of the other boys at the table, in the intervals of lemon pie, was expressing his pleasure at the thought of seeing foreign countries. "What place do you most want to see?" I asked the shy boy. His face lighted up, and he said: "My mother was born in the Old Country. I'd like to see the town she came from. It would be just great if I could get to see that!"

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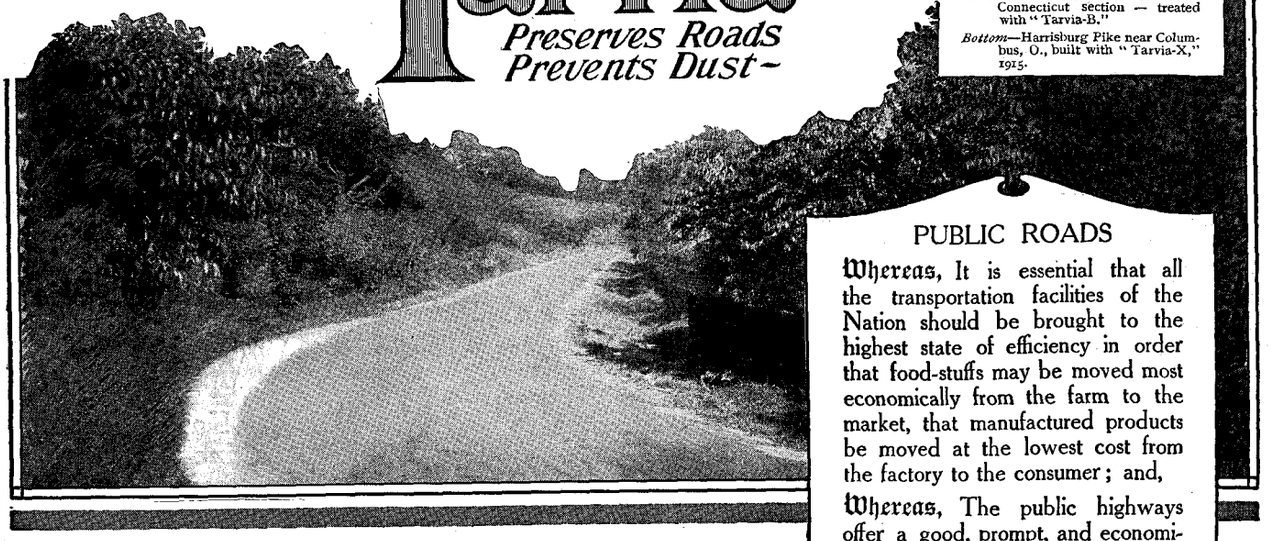
Tarvia

Preserves Roads
Prevents Dust



Top — Lincoln Highway east of Greensburg, Pa., treated with "Tarvia-B."

In Circle — Boston Post-Road — a Connecticut section — treated with "Tarvia-B."

Bottom—Harrisburg Pike near Columbus, O., built with "Tarvia-X," 1915.

PUBLIC ROADS

Whereas, It is essential that all the transportation facilities of the Nation should be brought to the highest state of efficiency in order that food-stuffs may be moved most economically from the farm to the market, that manufactured products be moved at the lowest cost from the factory to the consumer; and,

Whereas, The public highways offer a good, prompt, and economical means to supplement transportation by rail and water; therefore,

Be It Resolved, That the prompt improvement of our public highways is important and should be forwarded in every proper way.

—Resolution adopted at War Convention of the Chamber of Commerce of the United States held at Atlantic City, Sept. 18th to 21st, 1917.

Good Roads to the Rescue of the Nation!

Our industrial and military mobilization has overwhelmed the railroads.

Embargoes, a desperate expedient to relieve the glut, are incessant embarrassments to shippers.

Even the Government cannot get its freight through. In some railroad yards the wrecking-derricks are used to get particular cars out of the jam by lifting them bodily from the side-tracks to the main-line. Switch-yards get so full that the main-lines are blocked by waiting trains.

But in those sections where long level routes of good roads connect the cities, motor-trucks are accomplishing marvels of long distance transportation.

More and more New England is delivering to New York that way, and the Boston Post-Road hums with the endless procession of heavy trucks.

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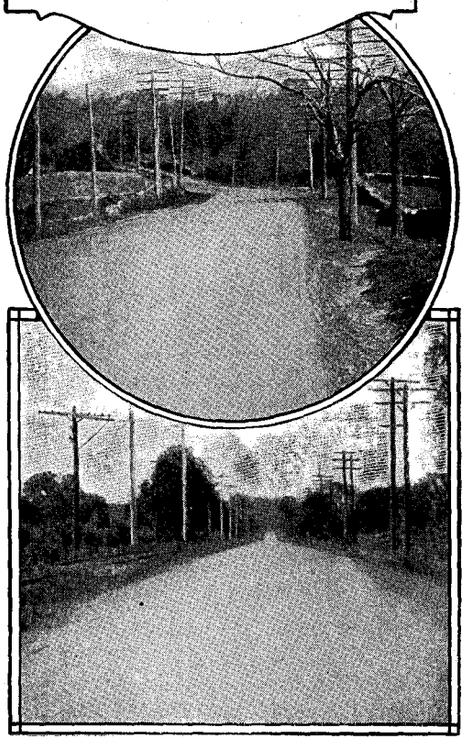

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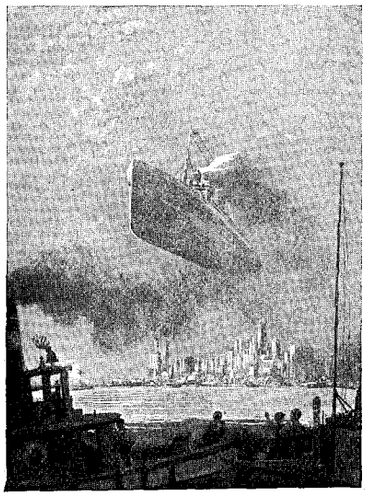

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SPECIAL PUBLISHERS' NUMBERS

April 3 May 1
October 2 November 6
December 4

Each of these issues of The Outlook will contain, in addition to the usual number of book reviews, a special article of timely interest on the general subject of books.

Special reprints of the publishers' announcements, the book reviews, and the article appearing in each of these publishers' numbers, will be sent, coincident with their dates of publication, to a list of approximately nine hundred of the leading book dealers of the country, who in turn will be advised that additional reprints, bearing their own imprint, can be secured from The Outlook at cost price.

Copy for each of these special publishers' numbers should be in hand not later than two weeks prior to date of publication.

THE "SPRING DRIVE" OF BOOKS

WITH this, the first week of the first month of what the calendar calls spring—whatever climate and weather may say—comes the first presage of the spring tide of book publishing. More and more of late years books (and especially popular books) have become seasonal in their appearance. An overwhelming number of them flood book shops, libraries, and reviewers' desks in the autumn, culminating in the lure of Christmas; they diminish after the New Year until the stream becomes a slender trickle; and again, as the spring advances, the flow reaches a large volume once more, to fall off as hot weather comes in view. Trade customs, the ebb and flow of buyers' desires, and the varying claims of indoors and outdoors govern the output.

On the edge of this new book season one wonders how it will be affected by war conditions. One result is already evident in the book lists of the eleven months since America entered the war. This is the eagerness of readers in this country to buy or read about the other nations at war as well as about the war's causes and conditions. It would be easy to name, for instance, a dozen recent books about Russia, such as Olgin's "Soul of the Russian Revolution" (Holt), Mrs. Dorr's "Inside the Russian Revolution" (Macmillan), "Russian Realities and Problems," by Paul Milyukov and others (Putnams); while scores of worth-while books on the war at large come to the mind—such as those by ex-Ambassador Gerard, Dr. van Dyke, Ian Hay, Arthur G. Empey, and H. H. Powers's "America Among the Nations." In fiction it may almost be said that the recent English or American novel that does not at least touch upon the war is the exception; but it may be added that we are beginning to emerge from the period when it was almost ludicrously evident that novels begun before the war had been deftly adapted in their concluding chapters to the demand for war fiction. All the indications are that this natural desire to read in books about that in which our most vital interest lies will this spring call out another small library-ful of war books.

What effect has the war had on the volume of American book publishing? The figures for the year 1917 are available. They show only a slight decrease over 1916—less than four hundred in a total of about ten thousand volumes. It will surprise those not familiar with publishing statistics to find that less than one-tenth of the books published last year in this country were fiction; and they may find another surprise in the fact that the class of sociology and economics nearly equaled that of fiction, while that of religion and theology was not very far behind. A visit to a popular circulating library would leave the impression that nine-tenths of the books read are fiction; but booksellers could tell a different story. And the real book-lover knows that he prizes the book he buys and keeps far above the lightly read and easily forgotten trifle of an hour.

One indication of the popular recognition of the fact that there is entertainment to be found in some other books than novels is seen in the cordial reception of the recent remarkable group of books of reminiscence and biography. To name a few only, we commend to those fond of this kind of reading the capital biographies of John Fiske (Houghton Mifflin) and Edward Everett Hale (Little, Brown & Co.), that of John Morley (Macmillan), that of Catherine Breshkovsky (Little, Brown & Co.), that of Audubon (Appleton), that of John Meigs (Dodd, Mead & Co.), the "Letters of Mark Twain" (Harpers), and the "Memories of Thomas R. Sullivan" (Houghton Mifflin), from which we quoted recently. These and half a dozen others abound in human interest, and most of them in amusing anecdote also.

War has not prevented authors from writing and readers from enjoying romance any more than it has abolished music, painting, drama, or poetry. Imagination is not deadened, but rather quickened, by grim reality. In the hands of the literary man who respects his work fiction is an art and not a plaything. Rarely, by the way, has this been better brought out than in Professor H. S. Canby's delightful and stimulating article in the "Century" for February. It has a suggestive idea in its very title, "On a Certain Condescension toward

WHY

did Bulgaria go into the war on the side of Germany?

WHY

did Greece refuse to go in with the Allies?

WHY

did the Kaiser and King Constantine discuss this war at a secret conference five months before the war started?

These and many other questions that have perplexed the world are now answered by Demetra Vaka in **the most sensational war book of the year**—an amazing record gathered first-hand from kings, ministers and generals of the trail of intrigue and corruption that stretches down the center of Europe.

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The "Spring Drive" of Books (Continued)

Fiction." After citing the names of American novelists who have done memorable work, Professor Canby asks: "Is there finer workmanship in American painting or American music or American architecture than can be found in American novels by the reader willing to search and discriminate? A contemporary poet confessed that he would have rather written a certain sonnet (which accompanied the confession) than have built Brooklyn Bridge. One may doubt the special case, yet uphold the principle. Because a novel is meant to give pleasure, because it deals with imagination rather than with facts and appeals to the generality rather than to the merely literary man or the specialist, because, in short, a novel is a novel, and a modern American novel, is no excuse for priggish reserves in our praise or blame. If there is anything worth criticising in contemporary American literature, it is our fiction."

If fiction is, as we believe, truly an art, then it must have diverse modes of expression. The old battle between realist and romanticist had only one reasonable conclusion—that there was a place for each, and even a place for a combination of the two, the unities to the contrary notwithstanding. No one has expressed this better than De Maupassant, a marvelous short-story writer but a weak novelist. In a preface to one of his not very successful attempts at a novel he wrote:

> The public is composed of numerous groups that cry out to us: "Comfort me;" "Amuse me;" "Touch my sympathies;" "Make me sad;" "Make me dream;" "Make me laugh;" "Make me shiver;" "Make me weep;" "Make me think."
>
> Some chosen spirits alone ask of the artist: "Make something beautiful, in the form which suits you best, according to your temperament."
>
> The artist essays, succeeds or fails. The critic ought to judge of the result only by the nature of the effort: he has no right to take account of tendencies.
>
> Thus after the literary schools which have sought to give us a deformed, superhuman, poetic, tender, charming, or superb vision of life there has come a realistic, or naturalistic, school, which professes to show us the truth, the whole truth, and nothing but the truth.
>
> These different schools of art must be accepted with equal interest, and the works that they produce must be judged solely from the point of view of their artistic value, admitting *a priori* the general ideas which gave birth to them.
>
> To deny the right of an author to compose a poetic work, or a realistic work, is to seek to force him to modify his temperament, to reject his originality, and not to allow him the eye and the intelligence which nature has bestowed on him.

This is a true view of an art which has largely taken the place of the epic and the printed drama. Its cruder days in America have disappeared. If at the moment we have no effulgent geniuses, we have a great deal of honest, conscientious effort to portray life, to study motive, to create characters. To quote Professor Canby again, "We cannot afford to *patronize* these novelists as our ancestors did."

As the stir of this spring book season blossoms out in announcements, reviews, and teeming book-shelves, that most uncertain but most powerful of critics, Mr. General Reader, will find much to please his fancy and not a little also (we hope and, from present indications, are, indeed, confident) that is worthy because its literary quality is abreast with its subject-matter. The meretricious and the flashy pass quickly; but of next year's ten thousand books many will become literature and abide with us.

GOOD·BOOKS

WHILE spring still slumbers beneath winter's cloak there is ample time to find pleasure and intellectual profit in the genial philosophy, the kindly humor, the stimulating fiction of the printed page. A catalog of THE ABINGDON PRESS will help you choose the most select of its recent publications. Here are a few of them.

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THE NEW BOOKS

This Department will include descriptive notes, with or without brief comments, about books received by The Outlook. Many of the important books will have more extended and critical treatment later

FICTION

His Daughter. By Gouverneur Morris. Charles Scribner's Sons, New York. $1.35.

Social Plays of Arthur Wing Pinero (The): The Second Mrs. Tanqueray; The Notorious Mrs. Ebbsmith. Edited with a General Introduction and a Critical Preface to Each Play by Clayton Hamilton. E. P. Dutton & Co., New York. $2.

In this volume of the handsome edition of Pinero's plays the two dramas by which he is best known to the public are presented. In reading them one realizes why Sir Arthur has often been called "the playwrights' playwright," for the deftness of their construction and the balance between action and dialogue are even more evident than on the stage

Lost Naval Papers (The). A Story of the Secret Service. By Bennet Copplestone. E. P. Dutton & Co., New York. $1.50.

As the title indicates, these short stories tell of the tracing of spies who infested the British naval service. In Dawson, the Scotland Yard spy-hunter, the author has invented a worthy successor to Sherlock Holmes.

Tree of Heaven (The). By May Sinclair. The Macmillan Company, New York. $1.60.

In literary workmanship Miss Sinclair's new novel is on a high level. It has evidently at once attracted the attention of those readers of fiction who distinguish

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"Contact!" is the Cry

that sends them droning up to the roof of the world to face the wicked "tut, tut, tut," of the machine-guns of the Hun flyers. Capt. Alan Bott ("Contact") has written no technical description of aeronautics but the true story of the amazing day-to-day lives of the airmen of the Allies. It lifts the heart to read

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and the Lone Wolf in a wartime story of Secret Service. On the trail of the Potsdam gang from No-Man's Land to Martha's Vineyard and Broadway, the Lone Wolf beats the Prussians at their own game.

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of a boy who sees in a commonplace wood-patch wonderful things that escape our older gaze are put down by James Lane Allen's sympathetic pen in his latest book. Seldom has he written with such insight as he shows in

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The New Books (Continued)

between the ephemeral and careless tale made to sell and the carefully wrought out novel of character and situation. The book is subtle in its study of the many individuals of the family seen at the beginning beneath the beautiful tree which they love to call "The Tree of Heaven." The theme which runs through the book is the inevitable effect of the war upon the different temperaments of the children of this family, who have come to manhood and womanhood as the war clouds fall over them. The strange, individualistic character of Michael, the poet, and the cheerfully unselfish nature of his brother Nicky are admirably contrasted, as are also those of their sister and other women in the book. Apart from the inevitable war tragedies that follow there seems to be a note of depression rather than of inspiration in the author's outlook upon life. This does not mean that the book is dull or doleful, but one would like to see a little more of courageous incentive to hope and courage.

HISTORY, POLITICAL ECONOMY, AND POLITICS

North Atlantic Coast Fisheries Arbitration at The Hague. By Elihu Root. Edited by Robert Bacon and James Brown Scott. The Harvard University Press, Cambridge. $3.

Miscellaneous Addresses. By Elihu Root. Collected and Edited by Robert Bacon and James Brown Scott. The Harvard University Press, Cambridge. $2.50.

The collected addresses and state papers of Elihu Root are in course of publication, we are glad to say. Three volumes have already appeared. Each volume contains addresses and speeches relating to a general subject and a common purpose. One of the two new volumes is made up of Mr. Root's argument, with appropriate accompanying papers, before the Hague Tribunal in the North Atlantic Fisheries Case. The other volume includes educational, historical, and commemorative addresses, including Mr. Root's prophetic and stirring speeches in anticipation of and during the present war.

Short History of Rome (A). By Guglielmo Ferrero and Corrado Barbagallo. Vol. I—The Monarchy and the Republic from the Foundation of the City to the Death of Julius Cæsar, 754 B.C.–44 B.C. G. P. Putnam's Sons, New York. $1.90.

This book, Dr. Ferrero says, has been written for the use of teachers and of advanced students. Its leading ideas are those which he has developed in his well-known work, "The Greatness and Decline of Rome;" among these, that history should be regarded as organic, not as a recital of isolated facts. A pregnant sentence is this: "We have held firmly to two cardinal principles: first, that in history we cannot hope to know everything; and, secondly, that what certainty there is diminishes as we descend from great events . . . to the smaller incidents."

ESSAYS AND CRITICISM

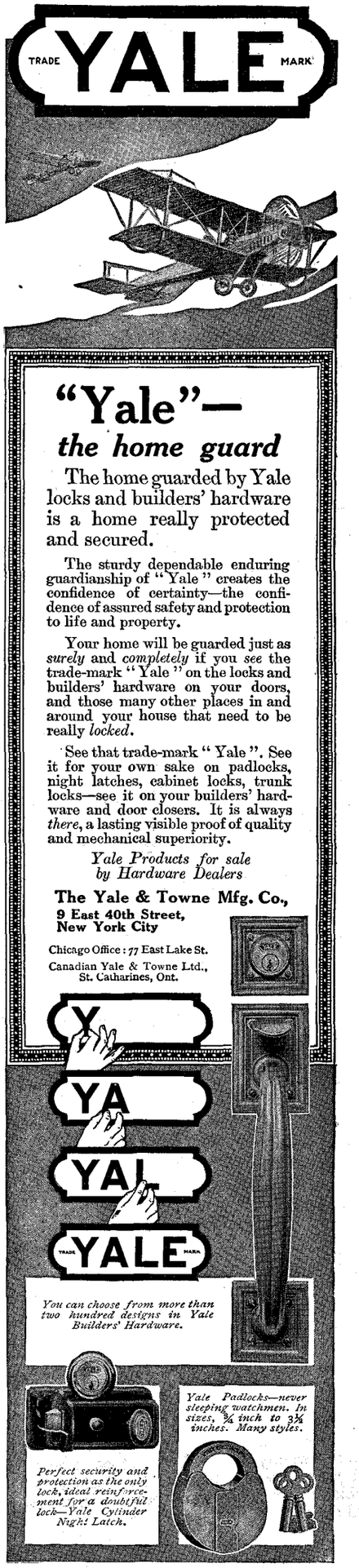
Atlantic Classics. Second Series. The Atlantic Monthly Press, Inc., Boston. $1.25.

This new collection of brief essays from the "Atlantic Monthly" contains, as did the first volume, many pieces of sound thinking and many pleasing specimens of the good writing to be found in the always excellent "Atlantic." About twenty writers are represented.

Confessions of a Browning Lover (The). By John Walker Powell. The Abingdon Press, New York. $1.

Some Modern Novelists. Appreciations and Estimates. By Helen Thomas Follett and Wilson Follett. Henry Holt & Co., New York. $1.50.

The Novelists of Yesterday here included are Meredith, Hardy, Gissing, De Morgan,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The New Books (Continued)

and Henry James. The Novelists of To-Day are Howells, Phillpotts, Bennett, Galsworthy, Conrad, and Edith Wharton. The unity of the book is remarkable in view of the fact that the chapters, or most of them, originally appeared as review articles. This unity shows that the authors have really been successful in describing each writer "in terms of what is most central and essential in him," and in showing "how that in turn is integral with modern living and thinking." The introductory essay about the general tendency of the novel in English is capital.

TRAVEL AND DESCRIPTION

Desert (The). Further Studies in Natural Appearances. By John C. Van Dyke. Illustrated. Charles Scribner's Sons, New York. $2.

"One begins by admiring the Hudson River landscape and ends by loving the desolation of Sahara." So says the author in his preface. His following chapters tell of the wonderful color, form, and life that the real lover of the desert finds amid this "desolation"—particularly in the American Desert, which the book describes. Professor Van Dyke sees the beauty, the fascination, the solemnity of the desert with the eye of a poet and tells of them with a graphic charm that makes his reader long to share his experiences.

Virgin Islands of the United States of America (The). Historical and Descriptive Commercial and Industrial Facts, Figures, and Resources. By Luther K. Zabriskie. Illustrated. G. P. Putnam's Sons, New York. $4.

Our new Caribbean possessions, consisting of about fifty islands formerly designated as the Danish West Indies, are interestingly described and illustrated in this book, which will take its place as an authoritative account of the islands. It will rouse the interest of the tourist, give valuable information to the business man, and be of practical use to the historian or statistical investigator.

WAR BOOKS

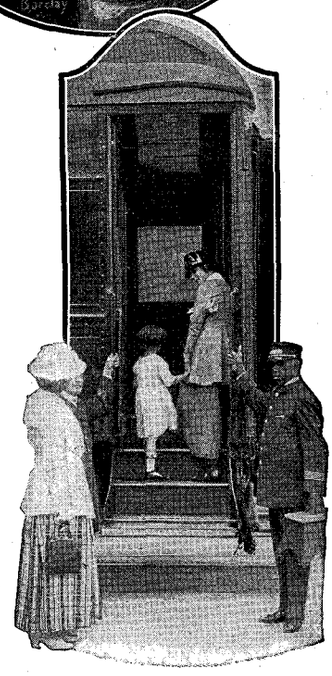
At the Serbian Front in Macedonia. By E. P. Stebbing. Illustrated. The John Lane Company, New York. $1.50.

This valuable volume unfortunately lacks an index. It is of moment to students of current war history, for it describes in informative detail the Allies' operations in Macedonia. The author went to Salonika as Transport Officer to a unit of the Scottish Women's Hospital, and in that capacity saw much actual fighting. His tribute to the work of the women to whose unit he was attached is certainly well merited. His descriptions are vivid. In particular he brings out the fact, not always realized, that, good as has been the British, French, and Italian work in Macedonia, the capture of Monastir was primarily due to the Serbian troops.

Collapse of Superman (The). By William Roscoe Thayer. Houghton Mifflin Company, Boston. 60c.

This little book of seventy-five pages is a case of much wisdom in a small space. Mr. Thayer punctures the myth of German superiority, and shows that even in the war the German army has proved itself inferior to the arms of England and France, both in military generalship and in fighting qualities. The victories it has won are almost wholly due to the fact that it spent in preparing for this war the forty years which its neighbors were spending in peaceful development. We recommend the book as a tract to be given to any pro-German who is not yet disabused of the idea that German *Kultur* ought to rule the world.

The Men Who Serve You



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Believing that the advance of business is a subject of vital interest and importance, The Outlook will present under the above heading frequent articles treating some phase of the country's commercial development. These articles will be educational in character and will set forth in a comprehensive way the industrial upbuilding of the Nation. They are designed to be of service to readers of The Outlook, and inquiries in regard to industrial subjects will be answered by letter or in these pages. All letters of inquiry should be addressed to the Industrial Editor of The Outlook, 381 Fourth Ave., New York.

WAR-TIME BUSINESS AND ADVERTISING

EVEN in normal peace times the question has been frequently asked, "Is advertising justifiable as an economic factor?" or, conversely, "Does not advertising represent an economic waste?" Advertising has been attacked by many otherwise well-informed business men as a selling expense which frequently brings about a higher selling cost and resulting higher prices to middleman, dealer, and ultimate consumer. If such a condition could be proved in peace times, much, if not all, of the current advertising expenditures would be open to condemnation. And under war conditions, with the ever-present necessity of rigid economy and saving and the demand for a careful scrutiny of all sources of expenditure, advertising must clearly prove its case or be quickly eliminated as a factor in the distribution of goods.

Stripped of all verbiage and defined in the simplest terms, what is advertising? It is frequently regarded as a mysterious force which may be employed to revive suddenly a sick business or to increase magically the profits of a going one; or, on the other hand, it may represent a large expenditure for "copy" prepared by a self-styled "expert," which is inserted in large space in the newspapers and magazines with an appalling lack of results.

But there should be nothing strange or mysterious about advertising. Proper advertising is nothing more or less than "news" told in a straightforward and convincing manner. It is based on a practical application of the most obvious traits of human nature. People demand and must have news. The head of the household eagerly reaches for his morning paper at the breakfast table. His first thought is for interesting, up-to-the-minute news. The mistress of the house looks over the paper a little later, first scanning the headlines perhaps, and then *turning to the daily advertisements of the leading stores.* These announcements are as much news to her as a headline telling of the sinking of another steamer or a fresh air raid on London. She finds that one store is conducting a sale of table linen, that another has certain bargains in dress goods, and each advertisement, if properly prepared, carries a distinct news message to the readers of the paper. In the evening the husband may pick up his favorite magazine and read the news of a new motor car, or a new cord tire for his old one; or he may turn the page and find his memory suddenly refreshed concerning the pressing need of a new hat or a pair of garters.

All this is truly news told simply and convincingly and serving to bring different

N.B.C. GRAHAM CRACKERS

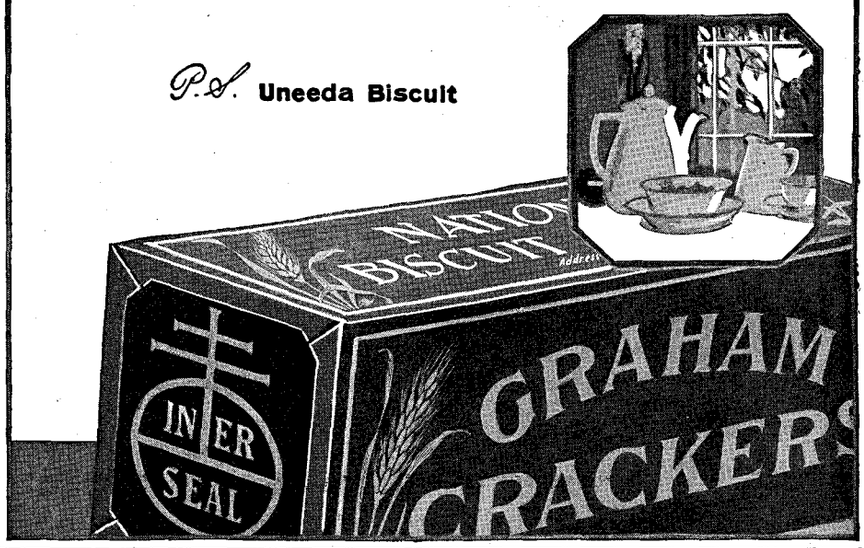
Vary The Breakfast Menu

Breakfast in the average home is a most monotonous meal—the same foods are served morning after morning, with little or no variety. Surprise your family tomorrow morning. Instead of the breakfast food you usually serve, try N. B. C. Graham Crackers with milk — perhaps some of the family will want the milk hot.

N. B. C. Graham Crackers supply abundant nourishment besides being appetizing. Sweetened enough in the making they require no sugar. Already cooked, they save trouble and are easy to serve.

NATIONAL BISCUIT COMPANY

P.S. Uneeda Biscuit



ARE YOU AN INVESTOR?

During the past year the Financial Editor of The Outlook has helped hundreds of Outlook readers to solve intelligently their particular investment problems. Perhaps you are contemplating a shifting of your present holdings or have fresh funds to invest. In either case we shall be glad to give you specific information on any securities in which you may be interested. This service is entirely free to Outlook readers.

THE OUTLOOK FINANCIAL DEPARTMENT

The Outlook Company, 381 Fourth Ave., N. Y.

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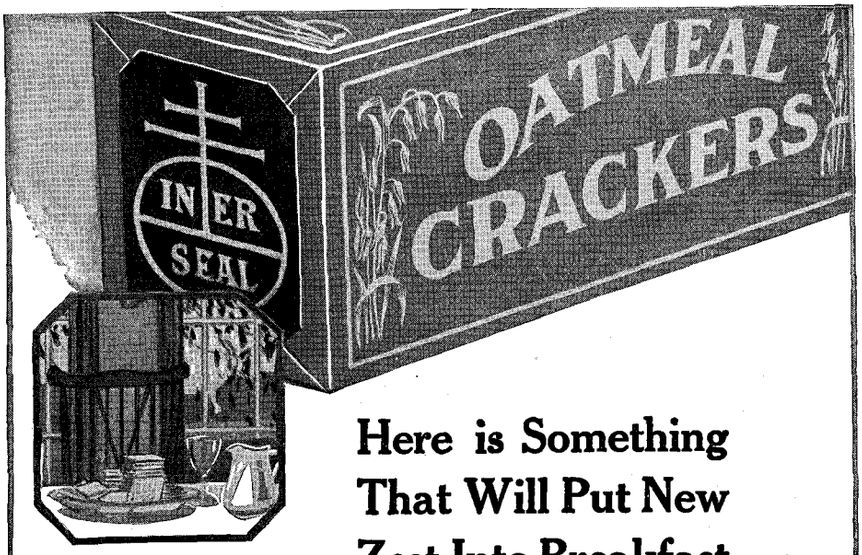

Here is Something That Will Put New Zest Into Breakfast

A few N. B. C. Oatmeal Crackers broken into a bowl and just covered with hot milk or cold, rich cream, make a breakfast food that most everyone will like.

Oatmeal in its most delicious form, these N. B. C. Oatmeal Crackers also possess a flavor and goodness that is delightfully different.

Sugar is saved, as the crackers are already slightly sweet. Always crisp, fresh and ready to serve, they save minutes in the morning and help you get breakfast ready on time.

NATIONAL BISCUIT COMPANY

P. S. Uneeda Biscuit

N.B.C. OATMEAL CRACKERS

THE OUTLOOK SCHOOL BUREAU

announces that it is prepared to give information concerning all types of schools, viz., preparatory schools, colleges and academies, schools for music, art and the drama, vocational schools, correspondence schools, special schools, etc.—and this information is furnished gratis to our readers.

We cannot over-emphasize the importance of selecting the *right* school for your boy or girl, and a great deal of time and careful thought should be given to a perusal of school catalogues and other data relative to the schools you are especially interested in before making a definite decision.

Wherever possible a representative of The Outlook, who is in charge of this work, has made a survey of the schools, and will thus give you the benefit of these personal visits.

If you will let us know the type of school you are interested in, the age and sex of your child, and any other data which you think will aid us in making our suggestions, we will gladly see that complete information and literature are sent you.

SCHOOL BUREAU, The Outlook Company, 381 Fourth Ave., New York

War-Time Business and Advertising (Continued)

commodities directly to the attention of those who need them at the moment.

A successful newspaper must establish and maintain a reputation for truthfulness. Its news must be dependable, concise, and authoritative. Its news must be rendered periodically, generally every day.

Advertising news must also be truthful and dependable. The best advertisement gives an immediate conviction of truth—that the goods are as represented. False advertising, like false news, brings about the ultimate downfall of the institution behind it. And certain institutions, like certain newspapers, establish a firm reputation for truth and fair dealing through their "news" articles, and thus attract to themselves a steady and ever-increasing clientele.

Advertising may therefore be regarded as the most direct and cheapest short cut from the producer to the consumer.

But you and I and our next-door neighbor who make up that variable quantity known as "the public" are extremely fickle and forgetful. How many of us remember the incidents of the first days of the German invasion of Belgium, or even the names of those gallant Belgian towns which halted the first sweep of the German hordes towards Paris? It is said that four men out of five will stop and hesitate before naming the Vice-President of the United States. Many of us recall the character "Sunny Jim," but how many can tell what commodity he represented? Even the most important events soon slip from our immediate consciousness and are recalled only by some direct reminder.

This is particularly true concerning various articles which we buy and which have many competitors for our patronage. One article will quickly supersede another unless the first one is constantly kept before our attention by regular reminders. So advertising must be constant and regular—the news of an article of merit must be told without ceasing, for this is the cheapest and surest way of holding old trade and securing new.

But now we come to war-time conditions. The great problem is not to find new buyers, but to produce enough to meet existing demands of our Government and our allies. Salesmen are called off the road, every effort is made to cut down consumption, prices go soaring, and production still lags far behind demand. How, then, is advertising justified under such abnormal conditions? The answer to this lies in the spirit and purpose behind the advertising and the market conditions governing the lines which the advertiser manufactures. American manufacturers have met the war situation in the most patriotic and whole-hearted manner. They are cheerfully meeting every demand made upon them by the Government, and in numerous cases have offered their entire plants for Government use. They have not hesitated to upset existing channels of distribution or to abandon established markets for the immediate purpose of supplying the needs of the Government. But in only rare instances has the Government asked for the complete output of any individual plant. Rather, it has divided up its war orders among as many different plants as possible in order that each may maintain to some extent its permanent trade connections. The Government recognizes that a general upsetting of business would bring about disastrous results, and that the welfare of the country, and even the success of the war, depend upon the preservation of our business life in so far as possible. American business is thoroughly patriotic; it

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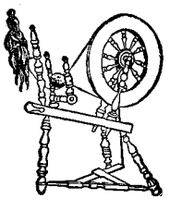
Women's Hosiery at McCutcheon's



Reg. Trade-Mark

Dependable qualities at reasonable prices

We are fortunate in having an abundant supply of Hosiery, in the most desirable textures, purchased by us at the old prices and quoted in our regular stock much below present values. Special attention is directed to the following items:

Black Lisle Hose—Good medium weight, 40c per pair.

Fiber Silk Hose—Black, White, African Brown, Castor, Pongee, Gray, Taupe, and other Gaiter shades, 85c per pair.

Black Silk Hose—"Holeproof," $1.15 per pair.

Pure Silk Hose—White with Black, Navy, Rose, Tan, or Purple vertical Stripes (Cotton top and sole), $1.25 per pair.

Pure Dye Silk Hose—Black, White, and the leading shades for daytime and evening wear, $1.35 per pair.
Outsizes in Black or White, $1.50 per pair.

White Wool Sport Hose—With Self, Black, Gold, Green, and Purple clocks, $1.95 per pair.

Scotch Plaid Hose—In the various clans (White tops), popular on the Golf Links, $3.95 per pair.

Orders by mail given special attention

James McCutcheon & Co.

Fifth Ave., 34th & 33d Sts., N. Y.

IMPORTANT TO SUBSCRIBERS

When you notify The Outlook of a change in your address, both the old and the new should be given. Kindly write, it possible, two weeks before the change is to take effect.

How to Put on Flesh

I can improve your figure—build up your strength—fill out your neck, chest, etc.

I KNOW I can because I have helped over 35,000 women gain 10 to 35 pounds.

One pupil writes: "One year ago I weighed only 100 pounds—now I weigh 126, and oh, I feel so well and *so* rested!"

I can help you attain your proper weight, In your room. Without drugs. By scientific, natural methods such as your physician approves.

If you only realized how surely, how easily, how inexpensively your weight can be increased, I am certain you would write me at once.

Tell me your faults of health or figure. I respect your confidence and I will send you my booklet, free, showing you how to stand and walk correctly

Susanna Cocroft

Dept. 8, 624 S. Michigan Blvd., Chicago

Joy Blackberry, St. Regis Raspberry, Van Fleet Hybrid Strawberries, Ideal and Caco Grapes, Everybody's Currant, Van Fleet Gooseberry

Our Catalog No. 1 tells all about them and describes also all "the good old varieties" of small fruits. In it are also offered a full line of Superior Roses, Fruit Trees, Ornamental Trees, Shrubs and Vines, the best Nut Trees, Hedge Plants and Garden Roots. Send for it today. It is FREE. Prices low.

Our plants are raised under most favorable conditions, and cared for by efficient nurserymen. Their ability in digging and packing our stock is unsurpassed, and insures delivery to you in perfect condition. 40th year. 200 acres.

J. T. LOVETT, Inc., Box 289, Little Silver, N. J.

RED GUM

"AMERICA'S FINEST CABINET WOOD"
IS INCREASING ITS LEAD AS THE FAVORITE TRIM IN GREAT BUILDINGS WHOSE OWNERS SEEK DISTINCTION AS WELL AS INTELLIGENT ECONOMY AND PROVED DURABILITY

Ask your architect to investigate

RED GUM

Enjoy Beauty? Write for Samples. Wish Knowledge? Write for Booklet.

GUM LUMBER MFRS. ASSN.
1323 Bank of Commerce Bldg.
MEMPHIS, TENN.

War-Time Business and Advertising (Continued)

has responded nobly and is clearly entitled to some consideration as to its own future preservation. Business men must therefore look ahead to the post-war period and prepare now for the great commercial rivalry which will follow the laying down of arms.

With this clearly in mind, let us revert to our fundamental statements that "advertising is news" and that "the public soon forgets." Looking forward to the end of the war, and with the perfectly legitimate intention of preserving the integrity of their business until that time, our manufacturers must keep the public informed of their present and future plans and must help that public not to forget. A manufacturer may be loaded up to capacity with war orders, but that is no reason why he should jeopardize his post-war market by allowing people to forget his existence. It is due to both the public and himself to issue a reasonable amount of advertising "news" in order to keep the established merit of his goods before the public.

Mr. George H. Charls, Vice-President of the American Rolling Mill Company, in a recent article in "Printers' Ink," tells why it is wise to advertise when oversold. He says that wise business men refuse to discontinue advertising under such conditions because they are convinced that *advertising is business insurance*. He then continues:

"For two years and a half the American Rolling Mill Company has been unable to supply the ever-increasing demand for its products, notwithstanding that during this period production was increased twenty-five per cent. It has been forcibly confronted with the proposition of advertising when it is hard to get the goods to deliver the orders.

"This company has consistently pursued a policy of taking care of its regular customers instead of casting them aside for the more profitable business of foreign buyers or the bonuses offered by domestic consumers who could not obtain their raw products. This action cost millions of dollars, but the company determinedly kept in mind that it was building a permanent business edifice, that time flies rapidly, and that some day it would have to spend those millions buying back the business and good will of its clients, if they were forsaken in this emergency.

"The same reasoning which crystallized this policy formed the company's decision to continue its advertising campaign. Regardless of what the future might hold, regardless of the fact that human nature sometimes forgets, this company could not be true to the principles which the organization held dear if it adopted any other course. It was under obligations to its distributers to continue the advertising campaign. It was recognized that if the distributer needed the advertising, the company needed it much more, because if the distributer lost his prestige the company would suffer in like manner, with the additional possibility of losing the distributer at the same time."

There is another strong reason for advertising now for after-the-war effect. This lies in the tremendous additions to capital investment and plant capacity for war purposes. What is to become of these great industrial plants after the war unless they are devoted to the manufacture of new peace products? And if this is done, a market for these products must be prepared in advance by persistent advertising.

One of the most noteworthy examples

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War-Time Business and Advertising (Continued)

of this working out of peace products is furnished by the E. I. du Pont de Nemours Company. When we hear Du Pont mentioned, we think of dynamite and other high explosives. Yet, as a matter of fact, munition-making represents but a small part of the business which is rapidly being developed by this company. They are devoting their enormous resources to the manufacture of a great variety of peace products, and are already well prepared for the post-war period.

Mr. George Frank Lord, Director of Advertising of the Du Pont interests, in a recent speech before the New York Business Publishers discussed the subject, "Is This the Time to Stop Advertising?"

He said in part:

"The greatest power of advertising is its ability to stabilize and develop the business advertised rather than the particular commodity chosen for merchandising.

"If advertising is ephemeral, living or dying with the daily, monthly, or yearly merchandising campaign, then we should surely trim our sails to meet the current shifting breezes.

"If, on the other hand, advertising is a process of market development heading for a specific goal, we will push on through storm or calm, with or against the wind or current, until that goal is reached.

"History records that all great wars have been followed soon by periods of intense reconstruction. That the present war surpasses all others in magnitude and destructiveness only means that its sequel of reconstruction will also surpass all others in magnitude.

"For more than three years we have been obliged to produce in this country much of what was formerly imported, and with our war-born facilities we are going to be still less dependent on our imports than ever before.

"The demand for everything of use or beauty is bound to be tremendous. Those who have stopped the purchase of utilities or luxuries, either because not obtainable during the war or because their purchase price had been diverted to war expenditures, will want to make their deferred purchases as soon as the glad tidings of peace burst upon the world.

"The war has taught us that preparedness is really the longest word in the dictionary and also the strongest. We cannot start preparing for big business on the day peace is declared, any better than we started preparing for war on the day war was declared. We did not like to prepare for war, because we did not want war. But this does not apply to preparing for business, because our worst enemies never accused us of not wanting business.

"Most emphatically I believe that now is not the time to stop advertising. On the contrary, it is the time to start more and better advertising than we have ever done before. It takes fully as much time to bring an advertising campaign into full action as a military campaign. We do not know how much or how little time we have to sell the made-in-America idea to Americans and to the world at large.

"We do know that we have right now all the resources necessary to make this country the most prosperous manufacturer in the world as soon as we are able to turn our capital, facilities, and organizations loose on peace products.

"Why should we hesitate to show our faith in the future of America by building for that future?"

KELSEY HEALTH HEAT

This is one of Fuel Administrator Garfield's signs. The Kelsey at 66 degrees gives same result as other heats at 72 degrees.

66 Degrees of Kelsey Health Heat Equals 72 Degrees of Radiator Heat 6 Degrees Saved

This statement is not simply an advertising claim made by us. It is a recognized fact long since established by science. It is an every day natural law with which you are perfectly familiar, but haven't just happened to associate it with home heating.

It is based on the same basic reason that a so-called "humid day" in the summer seems so much warmer than other days at exactly the same temperature.

The moisture in the air holds the heat in suspension. That is why.

The Kelsey Health Heat is automatically and scientifically mixed with just the right healthful, economical amount of moisture.

66 degrees of Kelsey Humidified Heat equals 72 degrees of dry, parched radiator heats.

It may be cheaper to tear out your present heating apparatus, and put in The Kelsey.

Send us the facts, and we will send you the figures.

NEW YORK 103-V Park Avenue
DETROIT Space 95-V Builders' Exchange

THE KELSEY WARM AIR GENERATOR

CHICAGO 217-V West Lake Street
BOSTON 405-V P.O. Sq. Bldg.

230 James Street, Syracuse, N. Y.

DEAF?

"I Now Hear Clearly"

You, Too, Can Hear!

Inasmuch as 300,000 users of the "ACOUSTICON" have had the same results from it as Mr. Garrett Brown, whose photo appears above, we feel perfectly safe in urging every deaf person, without a penny of expense, solely and entirely at our risk, to accept the

1918 Acousticon

FOR TEN DAYS' FREE TRIAL
NO DEPOSIT—NO EXPENSE

Since the perfecting of our new 1918 "ACOUSTICON"—smaller, better and just as strong as ever, it is no more noticeable than in the above picture.

All you need to do is to write saying that you are hard of hearing and will try the "ACOUSTICON." The trial will not cost you one cent, for we even pay delivery charges.

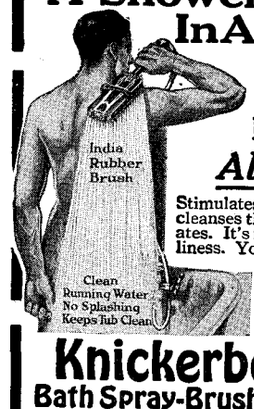
WARNING! There is no good reason why everyone should not make as liberal a trial offer as we do, so do not send money for any instrument for the deaf until you have tried it.

The "ACOUSTICON" has improvements and patented features which cannot be duplicated, so no matter what you have tried in the past, send for your free trial of the "ACOUSTICON" today and convince yourself—you alone to decide. Address

GENERAL ACOUSTIC CO., 1303 Candler Bldg., New York
Canadian Address, 621 New Birks Bldg., Montreal

Fits Any Faucet

A Shower Bath In Any Tub



Shampoo
Massage
Rub Down
All in One

Stimulates circulation, cleanses the pores, invigorates. It's fun, health, cleanliness. You bathe in clean, running water — the only *sanitary* way. It's quick. No waiting for tub to fill. Lasts for years.

Knickerbocker Bath Spray-Brush

Unexcelled for shampooing

Massages the scalp and flowing water washes away all dirt and dandruff.

$2, $3, $4, $5—
De Luxe Set $6

Get a Spray-Brush today—at your Dealer's or order direct. At all good drug, department and hardware stores.

KNICKERBOCKER MFG. CO.
222 West Schiller Street, Chicago

Send for Free Booklet, "A Knickerbocker Bath." It tells how and when to bathe.

Name.....
Address.....
City..... State.....

WATER FLOWS THROUGH 595 HOLLOW RUBBER TEETH

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The PRESIDENT *meant You* when he said:

"The position of America in the war is so clearly avowed that no man can be excused for mistaking it."

THE OUTLOOK is prepared to place in the hands of every loyal American a beautifully printed collection of the President's most striking utterances. An example of typographical elegance, this handsome brochure, size 9 x 12 ¼, is printed on heavy Alexandra Japan paper with deckle edges. Its headings and decorations are little masterpieces, and it contains a strikingly life-like portrait of the Chief Executive, reproduced from an etching by Frederick Reynolds, suitable for framing. It comprises the finest portions of Mr. Wilson's addresses and is entitled—

"The President to the People"

THE work is not only of vital, timely interest, but well worthy of being preserved for your grandchildren. It contains extracts from the most important public utterances of President Wilson from the momentous day when he addressed a joint session of Congress on April 2, 1917, and urged American acceptance of the challenge of Imperialism, down to and including his address to Congress on January 8, 1918, in which he defined the terms which this Government would be willing to consider as a basis for peace. Among these extracts are—

The Challenge
The President's Address before joint session of Congress, April 2, 1917

The Call to Industry
The President's Proclamation from the White House, April 16, 1917

The Selective Principle
The President's Proclamation from the Executive Mansion, May 18, 1917

The Goal of Free Peoples
The President's Note to the Russian Government, given under date of May 26, 1917

The Menace
The President's Flag Day Address, June 14, 1917, at Washington

Civilization's Demands
The President's Reply to the Peace Note of the Pope, August 27, 1917

Justice and Reparation
The President's Address before joint session of Congress, December 4, 1917

The Bases of Permanent Peace
The President's Address before joint session of Congress, January 8, 1918

THE quotations form a continuous chain of thought reflecting the attitude of the Administration toward the problem of National and business life which comes with extraordinary timeliness to instill new courage, and which should be read and reread by every American citizen in the spirit of renewed resolve to do his share to bring the war to a successful end.

This beautiful brochure will be sent to any address in the United States, properly protected from damage in mailing, upon receipt of One Dollar

THE OUTLOOK COMPANY
381 Fourth Avenue, New York

BY THE WAY

Apropos of the recent observance of Washington's Birthday, a subscriber writes: "My grandmother, Margaret Hill Hilles, retained her keen memory of early events for practically all of her ninety-six years, and she could clearly tell her great-grandchildren of her meeting President Washington in Philadelphia. She was then a lass but six years old. She was sitting on the front steps of her grandmother Morris's house (on the south side of Walnut, just above Fourth Street) with her little cousin Martha Morris, two years younger. Washington, then President, came down the street with his staff and stopped in front of the two children. Addressing the older, he said, "Well, my little lassie, how is your grandmother to-day? And what makes your cheeks so red?" Answering the last question first, the little girl smiled and said, brightly, "Mush and milk, sir." The President shook hands with her and took her cousin in his arms and kissed her; then said to Margaret, "Give my love to your grandmother." Mrs. Hilles was a member of the Society of Friends. She survived until the year 1882.

The buffalo bull that tried to stop the first transcontinental train might turn in his grave and laugh at this item from the "Railway Age:" "At a highway crossing in West Peabody, Massachusetts, a local passenger train was thrown off the track by an automobile freight truck, the locomotive being overturned." Thus the industrial "tank" proved its superiority in bucking power to the locomotive. The railway and the automobile owners in this case brought suits against each other for damages. The railway won; it has just secured a verdict against the truck owners.

A photographic invention developed since the war may possibly prove of use in sending photographs by carrier pigeon or for other purposes where extreme lightness is desired. It consists of a Japan tissue paper coated with a rapid emulsion for making enlargements. Heretofore, as explained in an article in the "Scientific American," the use of such paper has not been practicable owing to the durability of the fiber being affected by the chemicals used. In the new process, however, the paper remains so tough that the photograph "may be wet and crumpled like a wash-rag and yet restored to perfect condition." For storing the enormous number of photographic war records which are being made the new process may prove valuable.

The hobo wood-chopper or wood-sawyer has disappeared, according to the Brooklyn "Eagle," with the advent of good times and work for all. "He has been pronounced as extinct," says the "Eagle," "as the oog bird, the dinosaur, and the Irish elk. Even the hybrid species that deserted his job, leaving on the wood-pile the legend,

'Just tell them that you saw me,
But you didn't see me saw,'

has disappeared from the earth." These statements are based on the fact that the Brooklyn Bureau of Charities is unable now to secure sawyers for their board and lodging, or even for the "real wages" of $2.50 and $3 a day, and has had to install a machine to saw and split wood.

"The house in Joppa, Palestine, where St. Peter stayed with Simon the Tanner," so a newspaper despatch from London says, "is to be secured by the Church Army as a center for the care of British troops fighting in Palestine." For the Brit-

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By the Way (Continued)

army to occupy the veritable lodgings St. Peter would seem to bring it as near arly Christianity as we in America are ought to our Revolution by the houses here Washington slept." Unfortunately, authorities say that Simon the Tanner's use long ago disappeared, and that even s site is in dispute.

The new "conductorettes" of the New ork City street cars have their troubles. or one thing, ungallant boys try to "steal es." In one such case, while the car was sing through a section not far from Hell's Kitchen," several good-sized hoodms treated the woman conductor's efforts push them off the car merely as a joke. Not till an elderly gentleman armed with cane went to the conductorette's assistnce did the young ruffians retreat. The Boy Scout movement might help, if it ould get a lodgment in that region.

The New York "Evening Post" has an viable reputation for correct typography. s huge Saturday edition, however, necesnates "rush" work, which probably accounts for two peculiarities in a recent issue. A headline reads:

BILL TO PROTECT TEACHERS
FROM ARBITRARY DISMISSA

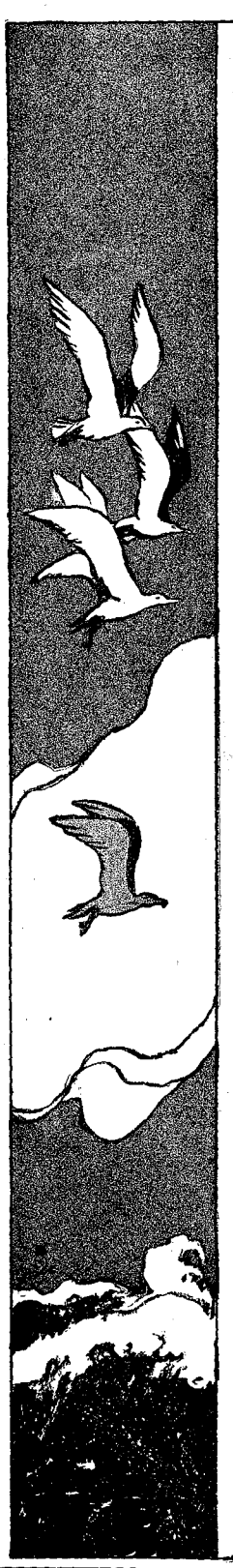
The final L "wouldn't come in," and the compositor calmly left it out rather than get the word changed. On page 13 a headline reads "More New Colonels," etc., with the explanation, "Continued from Last Page" (page 14). To have to turn to a preceding page for the continuation of an article is certainly confusing.

Answering the question, "What do you know about Marseilles?" an English schoolboy wrote, as reported in the London "Morning Post:" "It is the place where pianos stop." The instructor had informed the class that Marseilles was the stopping-place of the Peninsular and Oriental Steamship Line, commonly known as the "P. and O."

The price of a loaf of bread has so greatly increased that in some places in New York City the loaf is cut into pieces and sold by the pound. A huge loaf of solid rye bread, displayed in an East Side shop, was made the subject of inquiry by a prospective purchaser. "How much is that loaf?" was asked. "The whole loaf?" "Yes." "Vell, it is eight cents a pound. I weigh him. So! it weigh seven pounds. Just fifty-six cent. You don't want the whole loaf? Vell, I cut him and gif you one pound or two pound."

The Red Cross wishes to make it known, as widely as possible, that the report that used postage stamps have any value through the extraction of the dyes contained in them is absolutely false. This false report has already resulted in the receipt by the Post-Office Department of many stamps collected by misguided patriots who sought thus to do something to help win the war.

Electra, the unhappy daughter of Agamemnon and Clytemnestra, was the subject of tragedies by Æschylus, Euripides, and Sophocles. In Miss Anglin's recent performance of the play at Carnegie Hall in New York City she elected to present the version by Sophocles, without realizing that The Outlook, in its review of the performance in its issue of February 20, would speak of her as presenting Euripides' play. We cannot even plead ignorance. Our apologies for the slip are due both to Miss Anglin and to Sophocles—though possibly the magnanimous shade of that playwright might not be displeased at having his work attributed to his great contemporary.



"Birds of a Feather"

LIKE seeks like, and if you would have quality people believe yours is a quality product, be sure the paper of your printed matter says "quality," too.

We are all such creatures of the senses that the reader absorbs an atmosphere from a skillfully selected Strathmore Paper that is more convincing than formal argument.

Your printer or advertising agent will help you find the particular Strathmore texture and color that expresses the idea of your product.

Write for "The Language of Paper"—a talk on the expressiveness of texture and color in advertising, by Frank Alvah Parsons, President of the New York School of Fine and Applied Arts. Strathmore Paper Co., Mittineague, Mass.

Strathmore Quality Papers

STRATHMORE QUALITY

YOUR PROPERTY
IS IT FOR SALE OR TO RENT?

If so, use the next two Special Real Estate Issues of The Outlook, which will appear on March 20 and April 17. An advertisement in these issues will cost but a few dollars and will reach the class of people who will be interested in your property. Write us about your property and we will help you prepare a suitable advertisement.

THE OUTLOOK, Department of Classified Advertising

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Tours and Travel

SOUTH AMERICA

VIA PANAMA CANAL

Direct, without change, on new American steamships.

NEW YORK — VALPARAISO

Stopping at principal ports of Peru and Chile. Illustrated folder and information on request.

SAILING DATES ON REQUEST

U. S. & PACIFIC LINE

Passenger Department

104 PEARL ST., NEW YORK

Telephone Broad 5570.

SPEND YOUR VACATION IN WASHINGTON STATE

Evergreen and evercool! Snow-capped mountains, virgin pine forests, national parks, seas, lakes, waterfalls, roads into the heart of it all! And Alaska, the wonderland at our door! This book, beautifully illustrated, tells you. *Write:* **L. M. Howell, Sec. of State, Dept. O, Olympia, Wash.**

Delightful Summer Outing through the Great West for young people. Conducted by well-known artist and his wife. Reservations made now. Start June 15. For particulars address 7,573, Outlook. Refs. exchanged.

Hotels and Resorts

MASSACHUSETTS

If You Are Tired or Not Feeling Well you cannot find a more comfortable place in New England than

THE WELDON HOTEL
GREENFIELD, MASS.

It affords all the comforts of home without extravagance. Outdoor sports if desired. Good sleighing and skating is now being enjoyed.

NEW YORK CITY

HOTEL JUDSON 53 Washington Square adjoining Judson Memorial Church. Rooms with and without bath. Rates $2.50 per day, including meals. Special rates for two weeks or more. Location very central. Convenient to all elevated and street car lines.

Hotel Le Marquis

31st Street & Fifth Avenue
New York

Combines every convenience and home comfort, and commends itself to people of refinement wishing to live on American Plan and be within easy reach of social and dramatic centers.

Room and bath $3.50 per day with meals, or $2.00 per day without meals.

Illustrated Booklet gladly sent upon request. JOHN P. TOLSON.

HOTEL

BOSSERT

Montague, Hicks, and Remsen Streets
BROOKLYN

TRANSIENT AND RESIDENTIAL

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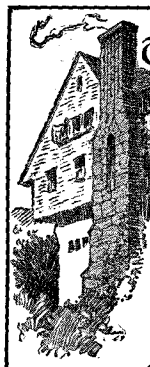

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REFINED American nurse-comp housekeeper, unusually capable, long e ment. 5,691, Outlook.

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COLLEGE English position, college gra ate, woman, traveled, cultured, experien who can make two authors grow in where one or none has grown. 5,685, Ou

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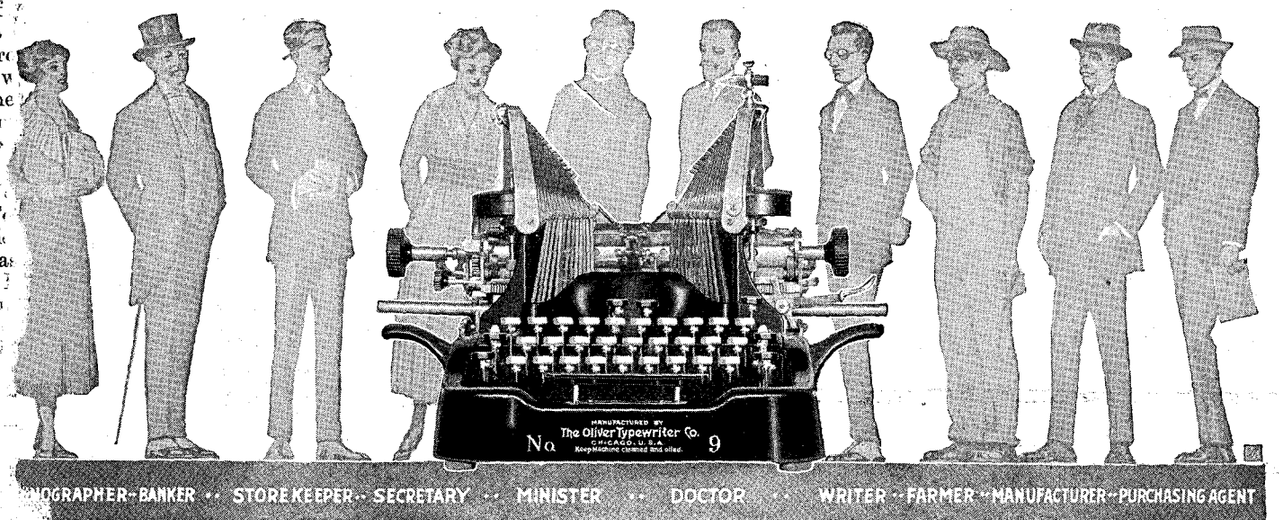
The Oliver Typewriter Co.
No 9
STENOGRAPHER-BANKER · STOREKEEPER-SECRETARY · MINISTER · DOCTOR · WRITER-FARMER-MANUFACTURER-PURCHASING AGENT

Let's All Save $51

The Oliver Typewriter Now $49—Formerly $100

ON THIS page we print a coupon which saves you $51. This is the war-time savings the Oliver Typewriter Company now offers you.

To save you half the former price of $100, we have instituted simplified selling plans. We no longer have an expensive force of 15,000 salesmen nor costly offices in 50 cities. And in other ways we have made vast economies in production and distribution.

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The $100 Oliver for $49 is so popular that our entire plant, devoted exclusively to the manufacture of new Olivers, is now being enlarged.

Sales are increasing enormously both to individuals and big concerns. Each day adds hundreds of Oliver users. Each day some great company sees the economy of the Oliver way. Over 600,000 Olivers have been sold.

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The Oliver Nine is our latest and best typewriter. It has all the wanted improvements. It is built of the finest materials.

It has a universal keyboard, so any typist may use it. And it has dozens of features not found elsewhere.

The Oliver Nine is preferred by many of the foremost concerns in the country, some of whom we list below. Its popularity is international.

Save $51

This $49 Oliver is our identical $100 machine—not a change, not the slightest cheapening. This is our $2,000,000 guarantee.

We send you an Oliver for free trial. You are your own salesman. Try it for five days. Then if you want it, pay us at the rate of $3 per month. If you do not want to keep it we will refund the transportation charges.

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Note the two way coupon below. It brings you either an Oliver for free trial or our remarkable book entitled "The High Cost of Typewriters—The Reason and the Remedy."

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This does not place me under any obligation to buy. If I choose to return the Oliver, I will ship it back at your expense at the end of five days.

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There would be less likelihood of food or fuel shortages if concrete roads were everywhere, so that motor trucks could operate uninterruptedly between farm and town, town and city, transporting promptly as wanted the things needed by homes and industries.

Hard roads vitally affect the wage earner, the business man, the farmer—YOU. They are a prime factor in fighting the high cost of living. They are essential to an early winning of the war.

Let us tell you where concrete roads are standing up under the heaviest traffic, how little the burden of their cost, how insignificant their maintenance

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CONCRETE FOR PERMANENCE

HOARDING HIDES—A DISCLAIMER

In The Outlook of February 6 there appeared an article entitled "Hoarding Hides," in which reference is made to a recent preliminary report issued by the Federal Trade Commission, which is interpreted as indicating that the packers are illegitimately hoarding hides, and thereby increasing unnecessarily the prices of leather and shoes.

The number of cattle slaughtered has increased greatly during the past five years but the demand for leather and shoes, due both to foreign purchases and to unprecedented prosperity at home, had increased during 1915 and 1916 even more rapidly than the supply of hides. Our Nation's exports of men's shoes, for example, increased from 4,450,000 pairs in 1914 to 12,800,000 pairs in 1916.

During 1917 the number of cattle slaughtered was the greatest in our history and hence the domestic supply of hides was unusually large. On the other hand, the 1917 domestic demand for shoes did not keep pace with this increased supply of hides, and the British embargo and lack of shipping facilities cut down our exports. As a result, the prices of hides, except the heaviest hides, which are used for army shoes, fell appreciably during 1917. Leather prices did not advance during the past year but slightly decreased.

The packers necessarily have a large supply of hides on hand at any time owing to the length of time it requires to cure these hides and to sell them. On the declining market of 1917 it was difficult for them to find a market for all their hides although Swift & Co. actually sold twenty per cent more hides during 1917 than during 1916.

In other words, Swift & Co. has been hoarding hides about the way that Chicago has been hoarding snow and the freight yards around New York have been hoarding freight, and this is undoubtedly true of the other packers. Swift & Co. has no desire to keep capital tied up in hides any more than necessary, and sells just as fast as the market can absorb.

The packers do not place values on hides in the sense that they control them; they have to be governed by the supply of hides on the one hand, and the demand for the leather and boot and shoe industry on the other. The article mentions that the price of hides has increased twice as much as the prices that we have paid for cattle. The prices of hides do not depend upon the prices of cattle, and the fact that hides have risen more rapidly has enabled us to pay more for cattle, and to sell our hides at lower prices than would have otherwise been the case.

In this connection, it is significant that on its cattle business during 1917 Swift & Co.'s net profit, including the return on hides, was only about a fourth of a cent per pound of beef. We mention this fact because we believe that the interpretation placed upon the report of the Federal Trade Commission places the packers in a wrong light.

We are sending you a copy of our 1917 Year Book, which contains other facts about the operations of Swift & Co. A reader of The Outlook may obtain a copy by writing to the general offices in Chicago.

SWIFT & CO.,
Per L. D. H. Weld, Manager,
Commercial Research Department.
Chicago, February 13, 1918.

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Because you get the Secret right away

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The New York Tribune said:

"David M. Roth gave a practical demonstration of memory at the lunch meeting of the Rotary Club at the Hotel McAlpin.

"Mr. Roth asked the men at any four tables to call out their names. This they did—32 of them. Then the speaker turned his back and they changed chairs. Mr. Roth then proceeded to call each one by name and went through them without error. * * * Other astonishing illustrations were given."

The Seattle Post Intelligencer said:

"Of the 150 members of the Seattle Rotary Club at a luncheon yesterday not one left with the slightest doubt that Mr. Roth could do all claimed for him. Rotarians at the meeting had to pinch themselves to see whether they were awake or not.

"Mr. Roth started his exhibition by asking sixty of those present to introduce themselves by name to him. Then he waved them aside and instructed a member at a blackboard to write down names of firms, sentences and mottoes on numbered squares, meanwhile sitting with his back to the writer and only learning the positions by oral report. After this he was asked by different Rotarians to tell what was written down in various specific squares and gave the entire list without a mistake.

"After finishing with this Mr. Roth singled out and called by name the sixty men to whom he had been introduced earlier, who in the meantime had changed seats and had mixed with others present."

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Mr. Roth says: "There is not a thing that I do with my memory that any other person of average intelligence cannot learn to do—probably more easily and quickly than I.

"You may not want to give a performance, but would you like to remember telephone numbers—engagements—names and faces?

"In the first evening you spend on my first lesson you will discover a mental power that you never dreamed you possessed. I know this is true because my pupils—thousands of them—have so testified."

A BAD MEMORY IS A HEAVY HANDICAP

There is no longer any excuse for the man who has a poor memory. He makes needless trouble for himself and everybody around him. He does not deserve to succeed, and unless he has marked capacity in other directions, usually does not. "I forgot" is the most inefficient phrase in the English language.

"I FORGOT" HAS LOST MANY A JOB

Your memory is the most wonderful instrument in the world if you only know how to use it. It can be readily taught to do things that look marvelous, but are really only the result of your natural mental faculty properly controlled and applied.

No matter what your work is you will find Mr. Roth's Memory Method a priceless aid to achievement and a money making instrument of efficiency.

Mr. Roth is the most successful memory trainer in the country, his Method is the shortest, most direct, most interesting, and most practical, of any that we have seen.

THE FEAR OF FORGETTING

will vanish the minute you learn Mr. Roth's method of remembering.

Then you will be delighted at the new sense of confidence and power that has come to you, when speaking on your feet, or in business discussion, or in making a selling talk, or in holding up your end of a conversation.

SPEND ONE EVENING

with Mr. Roth. Study the first lesson of his Memory Course. And you will see how a new world of names, faces, facts, figures and mental picture-records opens up to you the next day.

Mr. Roth's method makes the act of remembering a pleasure. By his method it is an easy, natural, and automatic process of the mind. You can summon the right fact, name, or number, for use when you need it most. It all lies in *knowing how.*

Mr. Roth's method will be a revelation to you. You will realize the power of your own mind as you never realized it before.

THESE LESSONS WILL START YOU RIGHT

1. The Basic Secret
2. The Power of Mental Preparedness
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4. Reading and Public Speaking
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7. Practical and Entertaining Applications

Mr. Roth shows in his first lesson the underlying scientific principle of his method—by which the average mind can be made to remember—like a flash—anything that the occasion demands.

One well known pupil

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President of the Pyrene Manufacturing Company

says:

"Now that the Roth Memory Course is finished, I want to tell you how much I have *enjoyed* the study of this most fascinating subject. Usually these courses involve a great deal of drudgery, but this has been nothing but pure *pleasure* all the way through. I have derived much benefit from taking the course of instruction and feel that I shall continue to strengthen my memory. That is the best part of it. I shall be glad of an opportunity to recommend your work to my friends."

The other six lessons teach the practical application of this principle to the various daily requirements of the human mind and memory.

YOU NEED THIS COURSE. It will teach you to remember—quickly and easily—

Names and Faces	Business Figures
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Business Details	Sermons and Lectures
Selling Points	Business Reports
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Mr. Roth's fee for personal instruction to classes limited to fifty members is $1,000. He has authorized the Independent Corporation to offer his complete Course of Seven Lessons at a nation-wide introductory price of

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Mail the coupon today with this amount and the complete course of Seven Lessons will be sent you, with a booklet containing *fifty letters* of hearty recommendation from executives of the largest business houses from Seattle to New York City.

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If after 3 days you are not satisfied with the course return it to us and your money will be refunded in full and without question. *The Independent has been established for 70 years.*

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